## CANDIDATE + MONEY + MEDIA = VOTES

bу

Roger E. Ailes, President Roger Alles & Associates, Inc.

Town Hall of California

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We are well past the initial tremors of future shock described so vividly in the recent book by Alvin Toffler, and our adaptability quotient as human beings is challenged daily by events, which seem to signal the end of the traditional American way of life. The core of our society, which is our political system, has undergone a complete upheaval in the past decade. This was brought about by the introduction into politics of that much talked about and much maligned, but little understood medium, television.

Television has completely changed our political process. It has changed who we elect, how we elect and even why we elect someone. Like many technological advances, the impact of political television has preceded the understanding of its meaning or its uses. The natural human reaction to this lack of understanding is fear, and this single emotion—fear—overrides much of American life today and has brought about a national negativism which has wrapped around us like a shroud!

Being deeply interested in and involved in television and politics, I find it difficult to divorce the two from the rest of our life. Therefore, today I'd like to talk about the process of getting elected to an office in the government which is responsible for our future, about the biggest problem we face as a nation, and about how business is "missing the boat" in helping to insure the continuation of the American way of life.

Let's start by discussing the title of this speech--CANDICATE + MONEY + MEDIA = VOTES. This title, of course, represents a vast oversimplification, but it typifies the shorthand world we live in--a shorthand characteristic of the television medium and in fact, developed to the ultimate degree by the very time-limited nature of television, America's most popular news medium.

Since 1959 the Roper Organization has been taking a yearly national survey on the media. In 1963 television bypassed newspapers as the people's major source of news and has been widening the gap since. This year over 59% of those polled said they relied on television as their <u>major</u> news source and about one-third of the people said they relied on TV as their <u>only</u> news source. You might be interested to note that this year TV was rated by 49% of the people as our most believable medium. That is higher than newspapers, radio and magazines combined.

Keeping these figures in mind, consider that the average lead story on TV is about 90 seconds in length and the average news item in a TV newscast is covered in less than a minute. All of the facts of an earthquake, an invasion, or even a robbery cannot be seen or told in this shorthand manner. Television is the best means of communication ever devised by man, but it does have some limitations. We must never believe that personal problems can be solved in 60 seconds and world problems can be solved in 60 minutes, as they seem to be on TV. In a world of everything from

instant breakfast to instant sex we have come to want instant solutions to all our problems. Television rarely, if ever, tells the whole story. It is imperative that we begin to understand what TV can and cannot do. This will determine whether its future is to become an asset or a liability to us in the long run.

The title (Candidate + Money + Money + Money + Money is presumes the candidate is credible, the media strategy is good and the money is limitless. However, this isn't all it takes to get elected in America, and if you don't believe me, ask would-be Senators Metzenbaum of Ohio, Bush of Texas, or Ottinger of New York.

It is estimated that Mr. Ottinger spent a million doilars in the New York primary alone. This was spent almost entirely on spot announcements of 60 seconds or less. Goi'ng into the general election he was clearly the leader. Suddenly he was faced with longer programs and televised debates, and he didn't look nearly as good as he did in those "canned" commercials. Credibility is still the most important factor in getting elected and no amount of money can buy it.

I said that the introduction of television into politics causes fear, and it does. Again this is because we fail to understand the <u>limits</u> of the medium. I emphasize <u>limits</u> because recently there has been much publicity about television distortion. If distortion exists in television, it is the reporters themselves and the selection of material that are responsible.

Last December, CBS Washington Correspondent Roger Mudd said, "The inherent limitations in our medium...means a dangerous concentration on action, usually showing violence rather than thought. And on happenings rather than issues, on shock rather than explanation. Our broadcasts have not improved," Mudd declared, "If anything they have declined."

The television camera by itself does not distort. TV magnifies but does not exaggerate. Yes, it is a close-up medium and a nervous twitch will be seen by 40 million people, but exaggeration means to magnify beyond the limits of reality, and that the camera cannot do. That is why I am for political candidates spending more time on television in program situations.

I would like to see less time and money spent on commercials, which represents the ultimate in selective editing, and less time spent with reporters telling us what they think or what we ought to think and more time spent with the candidate himself on camera live. I have great belief in the public's ability to spot phonies, and repeated TV exposure showing the candidate in different situations will help.

However, because of the recent publicity about distortion, fear does exist. The next logical step is overreaction which leads to control or repression. I am not suggesting that some fair guidelines and limitations are not needed in the political television area, but I am suggesting -- no, I am emphatically stating --

that the recent publicity surrounding campaign spending is over-blown, that the righteous outcry of some would-be limiters is self-serving, that the evils of television in the political process are exaggerated and oversimplified, and that the values and the accomplishments of television in politics are seldom if ever pointed out to the general public.

Let me give you some examples. I have witnessed or been directly involved in elections where the losing candidate lost primarily because 1) somebody in his own party inadvertently killed his credibility on a key issue, or 2) because the candidate really didn't want to win, or 3) because the candidate failed to listen to his advisers, or 4) because the opponent was more credible, had a better media plan, even though he had less money, or 5) because somebody in his cwn party deliberately sabotaged him, or 6) because the volunteer organization failed to turn out the vote on election day, or 7) because the candidate's wife didn't want him to win, or 8) because a candidate, eight points ahead in the polls, dropped hopelessly behind after a one-hour television debate. These are just a few examples of how to lose an election even if the candidate, the money, and the media are in order.

Yes, a candidate must be credible. He must show a track record of success in something, if not politics, and he must indicate his position on some issues. I believe there is too much emphasis on where a candidate stands and not enough on the direction in which he is moving. Is he leading the charge or reluctantly being dragged, kicking and screaming all the way? Is he consistent? There is no doubt that television can help to establish a candidate's credibility, but it can't do everything. In fact, it cannot create credibility, but it does reflect credibility or the lack of it, thereby destroying some candidates. As long as we live in a free society where a candidate must face live television, the written press, and vote on issues publicly, I have no fear of electing a monster in disguise. I am in favor of limiting the number of commercials shown on TV during a campaign, and in fact would favor a clause requiring no less than 35% of broadcast monies available to a candidate be spent on buying program time instead of commercial time. Further, I would require stations to make several hours of prime time television available in statewide elections to major party candidates free of charge. After all, these are the men we must rely on to lead this nation out of turmoil. To do this we need men of vision who can lead and men of conscience who can act. We have a much better chance of finding those men close up on live TV than we ever did watching a candidate wave from the back end of a train or taking the advice of the "courthouse crowd."

There has been much criticism recently of the media strategy used in political campaigns. In my opinion, trying to censor a campaign from the advertising viewpoint treats a symptom and not really the cause. A candidate and his campaign management or consulting firm set the ethical level for the campaign. There are less than a dozen capable campaign consulting companies in the country today. Most of these belong to a new organization known as the American Association of Political Consultants. That group is today working out a voluntary ethical code covering truthfulness, fairness and accuracy to be followed by all campaign consultants. I agree that each of these companies should register and should meet certain standards to qualify as a legitimate campaign consulting firm. A good portion of the responsibility for returning politics to an honorable profession lies in these hands. Are these companies necessary? The answer is yes. Getting elected is extremely complicated today and a candidate needs professional help in polling, organization, research and media planning. No one will ever be elected to a major political office again without the skillful use of television.

There is no doubt that money is needed to get elected today, however, few candidates, even if they have it, spend their own. Usually it is raised by the Party

It's important to keep the outcry against campaign spending in perspective. It is true, according to FCC records, that all candidates and parties spent \$89,000,000 on radio and television in 1968. This figure covers both time and production charges.

So, \$89,000,000 was spent to help us decide who to vote for and to tell us something about each of the candidates. However, last year Procter & Gamble by itself, one of hundreds of television advertisers, spent \$179,276,100 on TV advertising alone! Also, last year seven companies spent over \$60,000,000 each, to advertise products on TV! It's no wonder we know more about detergents than we do about political life in America!

The Ed Sullivan program costs about \$375,000 per show or more than 14 million dollars a year. If you multiply the cost of that one hour by the number of hours in prime time on three networks, you'll get some idea of what is spent on our entertainment programming. 89 million dollars worth of television and radio for all political candidates, nationwide, during an entire political year is dwarfed by comparison.

The present bill limiting campaign contributions and expenditures which just left the Senate Commerce Committee still has many loopholes in it. For one thing, it is specific in controlling business contributions to parties but establishes no effective controls on labor unions. This relates back to my point about the righteousness of people pushing this bill. In my opinion, it's more than a

coincidence that this area has been overlooked. There is some danger of rushing this bill through while there are still some serious questions about its constitutionality with regard to freedom of speach

I believe the British use of television in elections has some nerits. Of course, their entire system would not work here, but at least one element is particularly appealing. That is, limiting the amount of campaign tire allowed to three weeks. Three weeks is much too short for this country but, on the other hand, the fatiguing situation we have now with seven semi-announced candidates a year and a half away from the election running around the country Monday morning quarterbacking is also going too far. In my opinion, if the news media would quit trying to create false excitement by covering all potential presidential candidates in terms of a popularity poll, which is meaningless at this stage, they would be taking a giant step forward in journalistic responsibility.

Fear, then, has caused an overreaction in this and many other areas. Fear eventually gives way to panic and panic to chaos. It's no wonder many of our people are reacting to our system with rebellion or withdrawal.

There is great emphasis today on the negative aspects of our Republic. We all are hypnotized into fanning the flames of negativism daily and we're losing sight of the fact that the greatest asset in a free society is that we have the power and the means to cure our cwn ills.

Believe it or not, many of our business and political leaders understand this, but they have failed to communicate it to our people. In many cases companies are outperforming their public relations departments. One of the major reasons is that most PR people are still print oriented. Tom Shepard, publisher of Look Magazine, has said that every corporate executive should have training in handling radio and television.

We've all heard the question a hundred times. What's the biggest problem we face in America today--poverty, equality, the generation gap? No, I believe these are effects, and in order to turn this country around, we had better define and treat some causes.

The biggest problem today, I believe, is communication on all levels. Before print and before radio and television there was some excuse for this failure. Today there is none. And the self-perpetuating sympton of this disease is a completely negative attitude about ourselves and our system. America has a cancer. Cancer is usually fatal, but it doesn't have to be if it is discovered and treated in time. Well gentlemen, we as a nation have it, we have positively identified it. There may be time, but our national life depends on our ability to use our technical knowledge to cure the ills in our country and upon our refusal to be caught up in this negative attitude about our system. In other words, we must exhibit and

communicate an unbending will to live. Without these things America will be nothing more than a history lesson in a student-run college of the twenty-first century. America, the most progressive example of government in the history of mankind, will be summed up in the following quiz some semester end in the future:

Question: America lasted a little over two hundred years. Why is she considered important to world history?

Answer: In the beginning, many learned people considered her the model of societies to come and actually believed that people could overcome internal problems and live in freedom.

Question: Why did America fail?

Answer: Apparently, there was an inability of enough of her business and political leaders to translate the ideals she stood for into practical everyday solutions. This caused an internal cancer which was most noticeable by its symptom of a prevailing national negative attitude.

Question: When and why did America finally die?

Answer: Sometime between 1970 and 1980 she became so burdened down with negativism that everybody thought it futile to get involved, so she simply gave up her will to live.

If that is to be America's epitaph, everyone here in this room will be responsible.

Many things contribute to this fatalistic attitude about America. Let me cite an example of its growth. I realize that attacking Ralph Nader is tantamount to heresy among most people, but if the President, the Church. Joe Namath and even CBS are not exempt from criticism --- neither is Nader. Ralph Nader, perhaps unbeknownst even to himself, is causing pollution. His pollution is intangible but real. It prevades our lives and causes us to believe that because the Corvair was bad, General Motors is bad, that because some large companies have conspired against us that all large companies are greedy scholithic monsters determined to squash the little man, that because some companies make too much profit and contribute to the destruction of our environment that there is something inherently wrong with the profit motive. Fortune magazine says Mader has pit the corporation and the consumer as bitter enemies and in fact he has. This does not create a healthy climate in which to solve problems. I have great respect for Mr. Mader. In fact when he first took on his cause of automobile safety a few years ago, I was producing a national television talk show. I sought him out to make an appearance on that program. I agree with those who believe that he has made an enormous contribution as an individual citizen to our country. However I believe he is cynical when he says that Congress is "an anachronism but a good investment for corporations." I have worked personally with many Congressmen and Senators in

the past few years and that belief by Mader is not fair. If you believe everything Ralph Mader says, you'll start to believe that the American way of life is "unsafe at any speed."

I only use him as an example to show that even the good a Raiph Nader does can have some negative effect if it is not perceived in perspective. Any doubt he has caused about the fundamental soundness of the capitalistic system could have been balanced if the business community had responded in a positive manner.

However, here again enters our villain, fear! If fear in the television world has caused overreaction, fear in the business community caused underreaction. Where business was guilty, they usually failed to admit it and where they are right, they continually fail to communicate it.

There are many reasons why young people consider business another word for "the establishment." One is that our educators, who have what in effect amounts to a guaranteed annual income, do not understand and have failed to teach the basic lessons of the free enterprise system. Don Kendall, President of Pepsico, Incorporated, has called it economic illiteracy, and that's exactly what it is. He says, "economic illiteracy is the intuitive instinct that there is scrething inherently wrong with the profit motive. It is a simple fact that the poverty and inequalities which we face in this country today have a better chance of being solved, and in fact are being solved, by the free enterprise system." It is up to business to get this simple fact across to the American people. Today there are over 500 bills pending in Congress aimed at controlling private industry. By not giving the public a balanced view, companies are committing suicide. Government control and loss of profits is not necessarily the answer to the consumers' problems. After all, the government has operated at no profit for years and look what that has done for us. Business can no longer keep its head in the sand and every chief executive officer in a corporation must revolutionize his thinking in terms of internal and external communications if he is to progress in the 70's.

I wish to emphasize this need for communication because my own industry—the television industry—has itself failed to get across its own values in many areas and particularly in politics. There is a creeping negative attitude about television in politics that somehow we are electing contrived images and not men. That simply is not true! It is to the voters' and thus the country's advantage to see and to hear a candidate. Television has revived political discussion in this country on all levels—even in our grade schools. It has influenced more people to get involved in the political process than ever before. It is breaking down backroom bossism and will continue to do so. Television has made the viewers and thus the voters more knowledgeable on the basic social issues that face this nation.

And it has been primarily responsible for influencing the business and political communities to do something about the environment in which we live.

Yes, there are still some inequities in the use of TV in politics, however, I submit to you that we have a far better communication system with television than without it and that the coming days of worldwide live television will make a larger contribution to peace in our time than any other single force. The day will come when television will not only cover the signing of a peace treaty but world communication through television will eventually make it impossible for nations not to negotiate peace.

Thank you.

## CONFIDENTIAL

# THE WHITE HOUSE

See attached diagram

December 16, 1970

MEMORANDUM FOR:

THE PRESIDENT

FROM:

ROGER E. AILES

SUBJECT:

Pageant for Peace

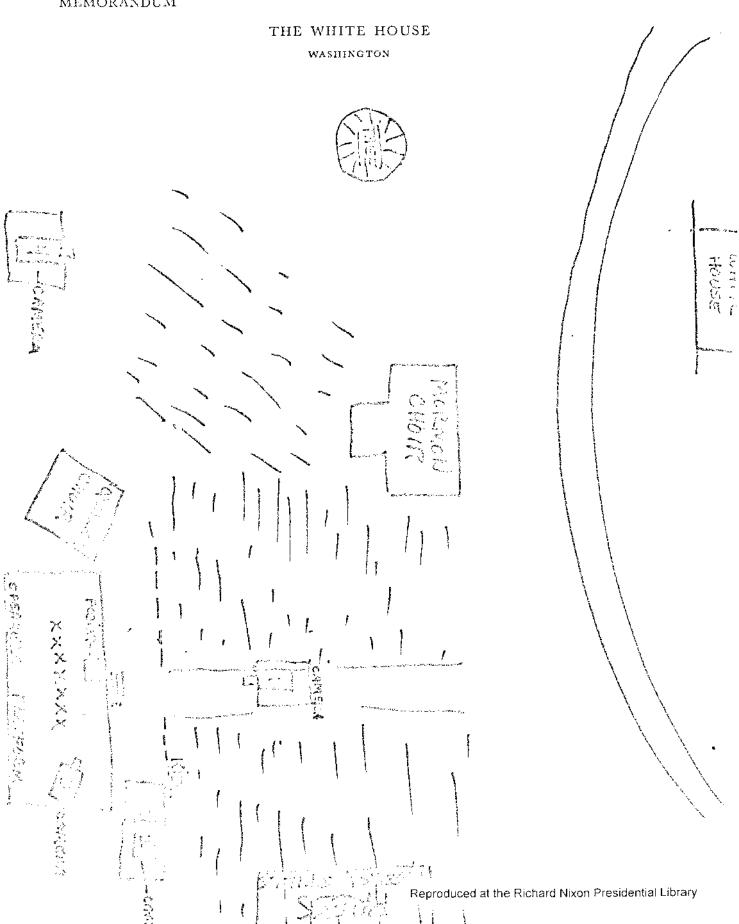
- The President should be aware that during the Christmas Tree Ceremony, including his remarks, Camera (1) will be his main camera. Since the networks needed 4 cameras to cover the event adequately as of this time they do not have a back-up camera. Therefore, if Camera (1) should go out, Camera (2) will serve as the main camera (Camera (2) is in front of the stage to the right).
- 2. Camera (3) (Camera on the stage with the President) is used only for a side angle shot to show the podium in relationship to the tree and the Mormon Tabernacle Choir. This is not the camera to play to.
- There will be a stand microphone at a low height next to the podium. This is not for the President but will be used by Boy Scouts and Girl Scouts for their remarks. The run-down calls for the President to stand at the podium during each of the Scouts remarks and then introduce the Mormon Tabernacle Choir.
- 4. I have talked with Ray Price and he is writing a suitable transition from the end of the President's remarks into his move from the stage to the front row. The line will probably read something like "And now it's time to light our National Christmas Tree. I'm going to need some help for this." The President then moves down the front steps of the stage to the sixth seat of the front row on the right side (as the President faces the audience). The President then picks up the small boy seated there and stands him on the chair and asks the boy's name. The President then asks the boy if he will help him light the National Christmas Tree.

The President should face Camera (2) and keep his arm around the boy. The switch to light the tree will be handed in by an Aide from the President's right side. Together they throw the switch and the tree lights go on. After about a 5 second pause, the President asks everyone to stand and join the Mormon Tabernacle Choir in singing "Joy to the World". The music continues until we are off the air. Once "Joy to the World" starts, the First Family moves from the stage to join the President and we go off the air with the entire First Family surrounded by children singing.

- 6. Ray Price is aware and it is important for the President to consider the mood of his speech at the end so that the transition into the tree lighting is smooth.
- Once the President first reaches the small boy in the audience, PA microphone and on-air microphone will be quickly moved into position so everyone can hear.
- 8. Ziegler indicated to me that it is important the President ask the child to help him light the tree and both throw the switch together. Otherwise, the press will play up the boy's name as lighting the Christmas tree.
- 9. It is my feeling that during the pre TV half hour, the audience present be told there will be no applause during the entire half hour ceremony. My reasons for this are: A It will eliminate confusion and applauding at the wrong time.

  B The mood of the entire half hour is religious. C The outdoor audience does not have adequate microphones for people to hear the applause. D Everyone will have gloves on and it will sound like a herd of elephants.
- 10. The Park Police indicate they are expecting a large contingent of hecklers. It is important for the President not to appear upset but to show good will toward all men. If the heckling gets too out of hand, I think the President would score big with the public if he stopped and in a very low key way, addressed them by saying something like "Everyone is invited to join this Pageant for Peace, I'm sorry if some people find something

controversial even in Christmas. This is a soleron occasion for Americans and regardless of how you feel about me or my policies, please respect the wishes of all Americans who want this time to reflect quietly about the meaning of Peace". The President might also say that if they agree to quiet down, he will walk over to talk with them personally and hear their complaints following the ceremony.





August 25. 1970

Mr. Jim Alison Jr.
Deputy Chairman
Republican National Committee
310 First Street Southeast
Washington, D. C. 20003

### Dear Jim:

Once again it has been brought to my attention that you have been rapping me with certain campaign people around the country. Recently, I have had two playbacks from states that I am involved in. There is always the possibility, of course, that these are erroneous reports and if they are, please ignore this letter and accept my apology. However, if they are not erroneous, please do not ignore this letter. If the reports are true, I can only assume that since you know nothing of my work, you are simply stating that our company is "over-priced" to protect your own financial game.

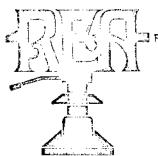
Business is business, but I would hate to see you and me get into a shoving match since the only loser would be the GOP. Frankly, Jim, I am tired of being on defense in this matter. I'm instinctively better at offense.

I think you are doing a good job at the National Committee and have a great deal of respect for your ability. I hope we can work together successfully, and if I can ever be of any help to you, please don't hesitate to call.

Best regards,

Roger Ailes, President REA Productions Inc.

cc: Robert J. Ailes Murray Chotiner Bob Haldeman



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## CONFIDENTIAL REPORT

RE: White House Television--1971

To: Bob Haldemann

From: Roger E. Ailes

Date: November 25, 1970

In my opinion, Richard Mixon is in danger of becoming a one-term President. Further, he is in danger of leaving office, even if he is re-elected, with a stigma of leadership failure much as President Johnson did: not because of what he has done-his accomplishments are many-but because of what the people "think" he has done, and because of the way he sounds and looks to them. To follow a leader, people must feel that he is better than they are and not subject to anger or hatred as quickly. This report is to suggest seem ideas and changes in strategy for upcoming television appearances by the President.

It is important for you to know that I am not just echoing the eastern liberals when I express my concern and that I spent twenty five years in Ohio and know something about the silent majority. The silent majority will automatically back the President because it has no place else to go. It will back the President unless the liberals successfully convince these people that they are simply being used as political powns. Mr. Mixon has aroused the silent majority. Now that he has its attention it expects to be led. I don't believe we need to pursue those people as such as we have. I frankly think that attention should be turned to Vice President Agnev's working day and to the things that he has accomplished for the President. More action and fewer speeches is needed. The people know that he is speaking for the President and are beginning to wonder if the President is afruid to say some of those things himself.

I do not believe we can win the 1972 election by outcampaigning the opposition. Since Mr. Mixon has claimed a victory in 1970 he has cancelled his excuses for no results by 1972. I hencetly don't ha-

lieve there is any great advantage for the President to claim victories. Victories are either apparent or they are not, and I think that arguing over it only weakens the President's position. (To guard our flank I would like to see us get one of our people inside the Wallace organization immediately. I'll discuss this in more detail in person.)

There are many internal political problems to be iroued out in the Republican Party before 1972. Unless a single major event captures the headlines close to that election we will not see a landslide of any kind. It will not be enough to "not made any mistakes." We are going to have to do a significant amount of things right and then sell them. It will probably be a very close contest. There are those who will not take me seriously because they will argue that an incumbent President has so much power and that the people just wen't switch horses. Well, the world is changing. The people are restless, loyalties don't wear as long as they used to, and convictions are shallow. We are in a time when liberal New York will try Jim Buckley, not because it has suddenly seen the light, but because it has tried everything else. If the public believes or is frightened into believing that we might as well try dumping a President, we've got real problems. And America is loving her patience. We have instant breakfast, instant news coverage and instant sex--why not some instant solutions to our problems? Too many of our people show either complete hopelessaces or a frantic concern for our future. America's position can be compared to a teenager who is experimenting with trouble, tempted to really go bad, but still crying out for a father to step in and lead his home. Mr. Minon must take on the father's role.

Our 1970 campaign strategy solidified the Damocrat Party, and the Penocrate still have a great respect for and four of Mr. Mixon to a politician. No single domocrat usets to be a Machaed Mixon on in the political arena, but together with the news commentators they will try to make his greatest strength work against him. By allowing him to play politics they will build their case, predict our moves, and quietly tell the electorate, "See, I told you so." To counter this, the President must actually convince people that he is bigger than life, no longer concerned about partican politics. They must believe his decisions are based on true, deep, sincere convictions. He may have to lost a couple of battles gracefully to win the war—the war in this case being re-election in 1972.

I believe the democrats will try to speak softly and come in under us in terms of public rhetoric. The President's style should switch from written speech as much as possible to conversation. TV must be simply and masterfully used, not just frequently. In fact, the President should never do television again just for the sake of exposure alone. He might even have to rehearse some to accomplish the needed effect. I realize that this suggestion will only make him angry, but I honestly believe that he can be even more effective on TV than he is, and too often in the past we have failed to sell at all or have oversold. We have to spend more time concentrating on getting through to people. And television is a very special medium. The President is excellent at convincing mouths in simple, one-to-one convergation and Lowould like to work with his in making shorter appearances in parsonal conversation so that he can leave no doubt in the sudience's mind about his sincerity. It is a tricky line to walk because by trying to appoint sincere we sometimes come across as insincere. And semeche needs to evaluate and be absolutely honest with the President about his performance. I believe we did lose credibility this time by talking about lovering voices and bringing us together and then doing just the opposite, even though it may have been politically necessary. It will take the common before out if this time we don't talk about it but

just do it. The general public is bombarded daily by newsmen and columnists who fail to look at the necessities of presidential action. Therefore, the question is not one of whether we are right or wrong, or even whether we did what we had to do, but whether the people continue to have confidence in the President. We must not be sidetracked by anything except that. Regardless of theories like the "real majority" our best hope is to strengthen the direct link via television between the President and all of the people.

People won't necessarily re-elect Richard Mixon because of what he's done for them in the past. Even if he ends the war with honor they will vote for him only if they feel they need him in the future. A slight variation of the theme Rockefeller used this election--"He's done much -- he'll do more" is the kind of theme we'll reed. As Mixon the Peacewaker the President will have to take on the sir of a quiet, almost shy, cool, concerned leader of few words. People are fascinated by predictions and tend to make them come true. The President has a good record of predictions. He would be President. He would get us out of Asia. He would quiet the campuses. He would desegregate schools. Once he sets and announces the direction of his policy (almost a prediction of what is to come) the public should see the Presidential power of persuasion in a warm, friendly, bi-partisan way that shows tireless strength and belief in the principal he set forth. If this is consistent, the people will not only feel they should go along for their own good, but they'll want to.

The President should never hard cell. This would be playing into the Democrate hards. They expect him to treet then so the examp and if le fails to do that they'll be confused.

I think a good decoup to drive a wedge between the Demonratic loadership and the news commentators is Mixou's welface plan. The only once were

frightened by the welfare plan than the conservatives are the liberals. If the President makes no major speeches but quietly visits Capital Hill to press for this and at the same time calls in a group of "liberal" reporters to discuss the plan, the commentators will be forced to applicate him and point out Desperat obstructionism.

All administration personel making public appearances or statements should be schooled weekly on administration accomplishments. We should be careful not to comment or attack specific Democrats being mentioned to run against Nixon in 1972. Our standard enswer should be, "They've got a job to do on The Hill, this candidatitis is unfair to the people." Let them overplay their hand and the President appear far above the battle.

Now I'll outline some specific TV plans. Regarding preus conferences:

1. December 10th press conference—I would like to see him lengthen it to an hour. A surprise announcement a few hours (or minutes) before would be in keeping with his statement that he has them for the people and the press. The press is complaining about infrequency and access so he gives them an hour.

If an hour in prime time upsets the networks perhaps he should announce another press conference at this one to be held daytime the following week.

Paul Koyes should be consulted on this because the attitude should be super-relaxed, charming, emphasizing personal relationship to the reporters. The press will be very critical of the campaign and try to keep him on the defendive. The President, by not defending too strongly but by saying, "Lock, the carpaign is over.

Everybody fought hard in the American tradition. I'm looking forward to working with some good men on both sides of the misle" will disarm them and take the sting out of the elections for the people.

I think he should use humor occasionally. If a reporter keeps pressing him on semething the President should saile and say something like, "I believe I've answered that and if you ask me again I'm going to give your home phone number to Martha Mitchell."

During the upcoming year I would like to see a few less formal press conferences take place. Perhaps an impromptu one on the road and one in California outdoors would help add drama to the ones held in prime time from the Last Room.

2. Mational Association of hanufacturers Dinner—Unless the President is making abstartling announcement about the economy this probably doesn't warrant coverage on all three networks. If they don't want to cover it, I don't think we should push for it. However, maybe we can work out a deal to rotate the network coverage for this type of speech. I don't think it is necessary for the President always to make a speech to cheering crowds. People know better than that and after a while it takes on a "staged" feel. He did an encellent job on last year's speech at the U. M., and it was just the President doing his job. Then when you see him make a speech to cheering crowds it has move impact. He may feel more comfortable with the growds because he's good at writing "cheer lines", but a more dignified, businesslike approach is needed and expected occasionally. And it can still be inspirational if wall written.

The Christmas Tree Lighting Coremony—I went over the plans for this with John Faust from Ron Walker's office. Basically I agree with Saphire's religious approach. In fact, I suggested they drop Santa Claus and big name stars altogether. I went over the format, camera positions, and the President's part. I suggested that at the end, instead of bringing a child up to the President to light the tree, he walk down to the children scated in front, pick up a small boy, stand him on his chair and ask him to light the tree. This simple gesture will do much to humanize him with all parents.

Another suggestion along this line: all people are curious about the relationship between the President and his wife. If he put his arm around her in public or held hands with her when walking once in a while, it would do much to endear him to women all over the country.

- 4. I'm not sure what takes place at a White House dinner such as the Heath dinner: However, we can probably get more media mileage out of them than we have. Once the specific program and guest list is set, send a copy to me and I'll come up with some ideas. I apsume that some celebrities and VIPs are involved, which makes for good film. If it's handled right, it can come off an an endorsement for Mr. Nixon. Whenever people with their own TV shows are involved, it is the perfect time and place to suggest to them an idea for their shows. They are in the right mood at that moment to commit to returning the favor. Leading up to an election year this can be very important.
- 5. As I suggested when we talked, I would like to begin production on a network film special to air late in 1971 just prior to the 1972 election campaign, which would show a hemm, working President

with an incredible schedule. This should show some "behind the scenes" footage that would stick in the audience's mind and give them complete confidence in the man. This would require shooting a little of the Domestic Council, Cabinet, and National Security Council meetings, but could be done carefully and unobtrusively. With careful pre-production and explanation to the President, I could guarantee good recults. Which network would you like me to approach about putting this together?

If the network insists on further involvement, I suggest CBS with Mike Wallace, and myself maintaining production control using the correspondent just to introduce the program and do a little narration where necessary, letting the film speak for itself.

6. I suggest doing in January a one hour conversation with David Frost, either at Camp David by the fireplace or walking around at the Western White House. This could be done as a Group W Special to be aired simultaneously in all of Frost's markets. He is recognized internationally as the best in-depth, humanizing interviewer. Also, I know him well and would approach him directly to set the ground rules and production controls. He has enough clout with Group W to dictate our agreement and I'm sure he'd follow my suggestions since I've produced shows with David in the past. This would be a low key, thoughtful, even casual President looking into the new year, talking about the accomplishments of his first two years in office, and projecting Richard Mixon's dream for America. I would like to move on this immediately--just give me the word. Incidentally, this could be aired in all the English-speaking countries, and would help the President's image around the world. During this program the President could announce that he intende to occasionally visit with Americans via television for a few minwhen to keep them up to date on his thinking and planning. This

will take the form of simple chats on specific subjects. Frost will say something about, "You mean, similar to Boosevelt's radio reports known as fireside chats." The President would ensuer, "Cell, yes, I think they were a good idea, but I may do some from California, so they might be more seaside chats than fireside chats."

- 7. I would like to come to the next "Evening at the White House" to see what is being done as far as coverage is concerned, then make suggestions on improvements. Also, I would like to be appointed to the group planning these events because I know the talent business very well and can be useful here.
- 8. Pireside Chats—I read the Keough memo on this and of course I suggested doing this in my original 1968 TV memo. The style for these goes back to page 4, paregraph 2, of this memo. We should actually tape one (as a pilot) just to look, then do one whenever the occasion arises. I know how the President feels about rehearsing anything, but it is a simple fact that everyone does a better job on the second take than on the first unless the material is being read. Also, since the mood and sincerity of this is critical I would like to have him at least try it my way once, then we can discard it if it doesn't work. The President has a unique ability to communicate one to one, and we've never reached our full potential on TV.

To turn around the country's feeling about the economy I think we should do one of these a month for at least three months, dealing with the economic program. A good time might be ten minutes on all three networks following the eleven o'clock news, leading into Carson, Cavett, etc. Program one might deal with amostly thy the President felt it necessary to close down inflation and why this course was closen. It should be simplified into lay terms. Tregram two would be exactly what his plan is, and number three where

it is taking us. He would also be able to slip in his humans concern for unemployment and reaked the people he has an eye on that, too. I believe this would do much to take the sting out of the newscasters' attacks on the administration and give the people hope. If they work the way I know they can, the Democrats will attack them and the President can ignore the attacks. Eventually the people will rally to the defense of the President and tell the Democrats to get off his back, that he is sincerely trying to help all of the people. Let the people fight the Democrats rather than the President.

9. I'm not sure what rules have to be followed for the State of the Union Address. In is always delivered to Congress in Washington? If so, variations are not needed, but the feel of the opeach should approach his acceptance speech in Miami. To take the sting out of the recent election a "work together" theme is probably called for and the feeling that two years in office have only reemphacized his belief in the American people. The wildness of the sixties is coming under control and the seventies will bring a concern for fellow man and a need to tap our greatest natural resource, the human potential, in each of us. Nost of all, he needs to reemphasize that disagreements are a sign of our strength in this country, but that when the chips are down we come together. If variations in production or coverage are being considered, let me know and 1'll add my imput.

This brings us up through January as far as major TV is concerned. I am working on a month to mosth report all the way through 1972. However, I thought by starting with this and putting it in motion, we can make additions and corrections along the way. In previous memos I've mentioued several ideas and most of them haven't bear tried. By taking a few at a time and runding with them we'll get more do not

Reproduced at the Richard Nixon Presidential Library

Would it be possible to work out a longer range consultancy for me so I can upond most of my time operating from Washington. By signing a large yearly PR contract with the REC or a "fat cut" firm, I can include the full time man from my DC office and produce the major things myself. This will allow me to long range plan my company clear through the next election. Per diem work doesn't allow the flexibility we both need.

3.

# THE WHITE HOUSE WASHINGTON

All 11/25

Nov. 19, 1970

COMFIDENTIAL

### MEMORANDUM FOR THE RECORD AND FOLLOW UP

RE: ROGER AILES

Haldeman met with Roger Ailes, Dwight Chapin and Larry Higby at approximately 10:45 a.m. on November 19. Ailes was asked to follow-up on the following items and to have them ready by next Wednesday, November 25.

- 1. Election analysis done on a state-by-state basis.
- 2. Proposal for the use of media by the President (TV) going by the calendar through 1971, taking all the Presidential events and suggesting where other Presidential events should be added.
  - A proposal for the First Family and how they could be used, including Mrs. Nixon, David, Julie and Tricia.

In addition. Ailes is to include events he feels we have to do and then the \_\_\_\_\_events and how we might make some headway with regard to them, i.e. The Thanksgiving Proclamation.

In addition to this Ailes had many other ideas he wanted to comment on, namely; the restructuring of the RNC and the scheduling, not only of First Family members, but also of Cabinet people and other Administration spokesmen. He also raised the subject of who the new communications man would be at the RNC and indicated it was his feeling he could best serve the Administration by opening an office here in Washington and making the head of that office available to the White House on a full-time basis. In addition we need to be building a base with local broadcasters and television programs for 1972. What basically is needed here, Ailes feels, is

Mary Jakes

a Game Plan that concentrates State-by State on those states we will be working against and counting on in '72.

Ailes got into the problems we seem to have in really selling what we are doing now. He cited for example our foreign policy decjisions - how brilliant they have been, but how we've failed to really indicate this to the public at large.

Haldeman raised the question of the film library and our need there to have someone continually reviewing the film and building a Nixon documentary that we could run sometime probably late 1971. This would take up the spare time of Ailes' consultant down # here.

With regard to the news programming effort as proposed last summer, Ailes feels this is a good idea and that we should be going ahead with it. Haldeman suggested the name "Capitol News Service" and Ailes will probably be doing more work in this area.

Finally Ailes raised the question of his own future and what he does long-range. Haldeman made no firm commitments to him, indicating first he would like to see what his proposal would be regarding the President's use of TV. Ailes felt the best thing to do would be to open an office down here and be staffed by his man on a full-time basis.

Finally the question of the celebrities supporting the President was raised. It was agreed we need to get something going here, particularly someone out lining up our people for '72. One of our strongest weapons is to use the White House interms of scheduling in building celebrities and getting those people that are basically neutral, committeed to us for 1972.

MEMORANDUM

DEFENSIVE TO BE AN ADMINISTRATIVE NATIONAL BY ADDIT NARS, Date 5-12-89

June 16, 1970

CONFIDENTIAL

TO:

Roger E. Ailes

REA Productions, Inc.

FROM:

James J. Cordes

WordCraft Productions

RE:

"Tell It To Hanoi" Committee Presentation

I would like to enumerate the several reasons for advising the principles involved to drop the proposed TV show of June 16, 1970.

- 1. With the limited time involved I felt we could at best produce only a pale copy or spin off of the "dove" show aired over CBS and as such would look merely like a weak game of tit for tat.
- 2. In interviewing the Senators involved as well as the White House, it was clear that no new or fresh reasoning could be injected in the show, leaving us with only the standard "hawk" arguments to present.
- 3. There appeared to be an ill-organized unity among the Senators who would participate. No previous meeting of these gentlemen had taken place or their views cross discussed so as to forge a single unity of purpose. In an attempt to achieve this I interviewed the Senators with these results Gurney, cooperative and enthusiastic, Dominick, likewise, but concerned about "show biz" aspects and wanted much film and razzmatazz, Stennis, unavailable, spoke to press rep Jim Kendall who merely took notes, McClellan, vociferous in his belief that we should only debate the Cambodian issue and would not hear of editing tape without approval, very concerned about his personal "equal time" on show, Dole, not interviewed since show was candelled before our meeting.
- 4. The fact that this presentation is White House directed, unbeknownst to the Democrats on the show, presents

the possibility of a leak that could severely embarrass the White House and damage significantly its already precarious relationship with the Congress. Should two powerful factors like Stennis and McClellan discover they are dupes for the administration the scandal could damage the White House for a long time to come.

To summarize, I felt that we could not guarantee the quality of this presentation in terms of its general effect because too many factors were simply not under our control - freedom to edit, develop and create format and policy, the unpredictable attitudes of Stennis and McClellan.

It is my belief that unless this presentation were carefully produced with a foreknown direction and result it is better to lay out altogether rather than risk potentially negative or embarrassing results. That potential, incidently, is enormous.

## (CONFIDENTIAL REPORT)

To: Bob Haldeman

From: Roger E. Ailes

Date: December 1969

Subject: White House TV

White House TV

In general, there are several areas that can be improved regarding White House television. It is contingent upon you appointing a person to be responsible who can organize and supervise it, who knows the answers and where to find the answers and who is always "thinking" and presenting ideas for you to use. If this is done well, it will be a tremendous asset to the image of this Administration.

7

As we discussed, I believe the White House should not employ a full-time top-notch creative television producer. Even if the best people were available and affordable, it seems to me that an excellent job can be done if you have a TV consultant of the above calibre on call. I am proposing that you use me in this capacity because you know my work, I know your problems, I'm dedicated to the President on a personal and political basis, and I realize that in this type of work there is no margin for error. Further, because I am a successful commercial producer with my own company, I can bring that experience and those contacts to bear here. Whoever the consultant, he will need a full-time assistant in the White House with some production and technical knowledge to handle day-to-day coverage and coordinate up-coming events for the TV producer. Also, he will have to coordinate between Ron, Herb, Synder, yourself, and W. H. Communications. It might be best to give the producer and consultant desk space in the EOB with some secretarial help, so you have a TV base of operations and the producer has a place to work when he's in town. job can be done effectively if the producer spends a few days every couple of weeks at the White House, plus being on-call when you need him.

If you decide to go ahead with this plan, I'd like to come in to set up all areas outlined in great detail, develop check lists, etceter Reproduced at the Richard Nixon Presidential Library

It will be important for the TV consultant to work with and through Herb and Ron, but reports directly to one person, preferably you, so television doesn't again slip to a secondary position of importance, given the President's feelings about it.

There seem to be four general areas about which we should be concerned, with secondary but critical priorities under those headings. They are:

I. Day-to-Day Television.

II. Major speeches and Special Events.

III. Bookings and technique development for the President and Cabinet.

IV. Ideas, Film, working toward 1972 Campaign.

Now to elaborate, here's a general outline of each area:

## I. Day-to-Day Television

- A. News Coverage
  - 1. TV Producer sets up a check-list for assistant to follow.
  - 2. Assistant works with press office to ensure good maximum coverage for the President.
  - 3. Assistant maintains relations with TV crews.
  - Assistant keeps a weekly report on air time and subject matter to evaluate effectiveness.
  - Assistant on hand for emergencies. Talks daily with producer.
- B. Press Conferences
  - Again producer sets up check-list.
  - 2. Assistant should have directing experience so he has an "eye" for a shot.
  - 3. Assistant coordinates with press office and network crews. This gives network directors a feeling that they have someone to go to, rather than ending up with a press assistant. They get more warning, more help, and fewer delayed decisions.

## Major Speeches and Special Events

Α. Major Speeches

> Since these are usually set in advance, the producer will have time to work on them to ensure quality and consistency.

If one arises quickly, a phone call will have the producer on the next plane. Meanwhile, the assistant can do the legwork.

Lighting, make-up, and additional technical help can be hired through my company when needed, as in the past.

в. Special Events

- Again besides the scheduled events like the Astronaut's Dinner in Los Angeles, the producer will sit in on and contribute to idea sessions.
- The producer will brief the President on such events so that he's sure nothing can go wrong and so that he makes the best appearance.

## Bookings and Technique Development

Α. Bookings

> The over-all exposure of administration officials will help raise our image.

This should be coordinated between Herb's 2. office and the RNC. Snyder might do the actual booking and maintaining of relations with existing programs.

The producer will oversee this area and 3. assist when necessary, as when I talked to the VP of NBC News to get Herb Klein

on the Tonight Show.

We can lose votes on television if the 4. right people aren't seen and under the right conditions. A check-list for this can be developed and we can advise people making appearances.

For Cabinet members, film can sometimes be used effectively in conjunction with their appearance, especially on talk shows.

Technique Development В.

> I feel a great deal can be done to help certain Cabinet members and give them more confidence. As producer of talk

Reproduced at the Richard Nixon Presidential Library experience with TV amateurs' goldning them ready.

Work with the President on the style of the "fireside chats" concept that we discussed. I can make some simple

points that will help him.

3. Perhaps work with the writers on TV style for the speeches. Having spent a great deal of time studying audiences and writing introductions and interviews for TV, I know quite a bit about the "effect" of words and phrases on people. My feeling is in keeping with the President's sincere style, sometimes more emotional words could be used to our advantage. "Kickers" and memorable phrases need to be used more.

 Help Vice-President Agnew set up his coverage.

## IV. Ideas, Film, 1972 Campaign

#### A. Ideas

1. See 1968 memo.

Develop "fireside chats" and person-toperson programs.

Contribute to brain-storming sessions.

- 4. The President has done an excellent job of "cooling-down" the country and Vietnam in 1969. Publicly Secretary Rogers can be used more in 1970 to maintain public opinion in this area while the President goes "positively" into the "Challenge of the 70's," America's Quality of Life. He should make a major address on this and state publicly that poverty, air and water pollution will be eliminated in America totally by 1980.
  - a) This is similar to Kennedy's challenge for the moon. It isn't met in his administration but when it's reached he gets the credit.
  - b) If done well it will markedly counterbalance his pragmatic image with that of an idealist and dreamer.

This will do much to help him reach the young.

5. Secretary Hickle has a tremendous image problem. I know how to help it. If you could suggest to him that he talk with me and let me organize a campaign for his department, I'll sit down with him and contribute my ideas. This could be paid for

Reproduced at the Richard Nixon Presidential Library ic relations contracts with industries already involved in projects for water pollution solutions, such as the one in the Virgin Islands.

#### B. Film

- 1. We should organize, screen, and catalogue film and tape of the President.
- 2. See 1968 memo.
- 3. I have a full-time film director on my staff so we can shoot certain necessary film if the budget allows.

### C. 1972 Campaign

- 1. The campaign will be totally different this time. We should begin organizing visual materials now, so the President can "stay above the battle" when the time comes.
- Visual materials on Mrs. Nixon now will get her off the firing line at campaign time.
- 3. If the President okays it, a documentary with David, Julie, Tricia, and Mamie Eisenhower could be prepared now. I would like to produce it. An excellent program like this aired in late 1971 could set the mood for the entire election year. Julie is interested in doing documentary production work and she could work under me to learn the business and serve as associate producer of the program.

# V. Miscellaneous Thoughts

- A. This plan will give the White House a coordinated professional approach. It will also open a flow of thoughts and continuous evaluations of progress.
- B. It is important to carefully organize this so that everyone is happy with the TV, the President is confident, the TV assistant doesn't end up an errand boy for the press office, and the lines of communication are kept open.
- C. There will be some stories and outside criticism of the professional approach to TV, but it hasn't hurt us so far and the President can never really be criticized for trying to talk to Americans effectively and openly. TV is still the best means of mass communication today.
- D. If you decide to go ahead, I would like to sit down with the President and listen to his "gut feelings" about TV and his ideas for improvement. By asking certain questions I can get a "sense" of approach to the over-all problems.

I'm not sure how we could work out payment for this, but there are probably several approaches. You could even retain my company and have me hire the assistant on my payroll. We can explore this when I see you. If there are any questions, just give me a call. I sincerely believe this is a necessary step.

CONFIDENTIAL REPORT - TELEVISION PRESIDENT RICHARD M. NIXON

From Roger E. Ailes November, 1968 Richard M. Nixon. Whether the administration acts or reacts to it is entirely up to Mr. Nixon and his key advisors. To whatever extent possible, they should make a conscious effort to control Mr. Nixon's image on TV. When it is necessary to run for re-election, it will be the public's composite impression of the President (formed over four years) that will influence them. Television was used well in this campaign, but in four years it will have to be better.

Here are some of the thoughts I've had about the TV planning which I feel should be implemented. I will be glad to elaborate in person.

- Study alternative solutions to TV's "Great Debate" format. (Surely Mr. Nixon will be challenged again and a substitute format can be found that is better for us.)
- 2. Shoot all film consistently with thought of how to use it in the campaign.
- 3. Record history on film. First administration to use film for history.
- 4. Celebrities for Nixon. This needs a complete reorganization and now is the time to do it.
- 5. The same TV Director should be on hand every time the President is on TV (other than newsreel and press conferences).
- 6. Organize party members (Senate and House) build local shows for distribution back home, between Nixon and Congressmen or Senators.
- 7. Day in the life of the President. (Tough Problems on film).
- 8. Experiment with new formats with President one in one direct talk to camera. Give him a style of communication.
- 9.  $U_S$  Reproduced at the Richard Nixon Presidential Library booked on TV shows. Use of TV to carry the administration's point of view.

- 10. Use TV as a political wedge with recalcitrant Congressmen for voting.
- 11. Develop young TV starts of the Republican Party.
- 12. TV can regain much support for Vice-President Agnew.
- 13. Progress reports to the Nation on specific problems. In effect, Mr. Nixon's own TV show giving the public something to look forward to and the feeling he is keeping them informed.
- 14. Series of dialogues with the President by special interest groups, i.e., newsmen, women, youth, senior citizens, even world leaders.
- 15. Use of TV to give background and enlist support for Cabinet members. Work on their TV images.
- 16. Set up, to whatever extent possible, a consistent schedule for Mr. Nixon's use of TV.

These are a few of the things I feel should be done to use the power of TV to enlist public support for Mr. Nixon and the Republican Party and to aid in Mr. Nixon's re-election.

Any TV advisory group should include a TV production and direction specialist who is successfully working in the television industry. The person should also understand Mr. Nixon, his media history and problems, and the aims of the administration.

MINOPARTUM BOT H. T. HALDEMAN

From: Ron Ziegler

Be. Roger Ailes appearance in CBS morning news show.

I have no objection to Ailes discussing from time to time the President's preparation for TV appearances. However, I think we should approach this extremely cautiously as Ailes is involving homself professionally in Republican primary contests and too close of a public association between Ailes and the President could lead to problems such as that which occurred in Florida in the past week.

One final point. As we have discussed often, final approval for this type interview should come from the Press Secretary, not from the Assistant to the President. I shall continue to realth and remake this point.

cc: Larry Higby

#### THE WHITE HOUSE

WASHINGTON

December 23, 1970

MEMORANDUM FOR:

MR. H. R. HALDEMAN

FROM:

DWIGHT L. CHAPI

I have a gut feeling that we are bordering on disaster if we do not get Roger Ailes in and squared away soon. If we handle Roger in the proper way and quickly, I think we can avoid any bad feelings. If Roger finds out that Carruthers and Mark Goode are coming on his own, he just may launch a small offensive which I doubt that we need very much at this time.

PRODUCTIONS INC. 888 Eighth Avenue, Suite 7F New York, New York 10019
New York 212-765-3022 Washington 202-114-48
December 24, 1970

Mr. Larry Higby The White House Washington, D. C.

Dear Larry:

I thought you would be integested in this item from the Washington Post. Since I first mentioned this to you I've talked with several people who know of the association and know that it was going on during the election. Most of them would not like to speak out for fear of getting involved. A girl by the name of Chadwick Brown worked at the National Committee under Ken Reitz and said that Ken Reitz, Jim Allison and Harry Treleaven were going back into business together fulltime. I asked if Allison and Treleaven were in business during the campaign. She said of course they were. I asked if she would be willing to give any information on that. She said no, that she was a personal friend of Ken Reitz and didn't want him to get involved at all and didn't think he was involved in what was going on.

Chip Andrews, Governor-Elect Meskill's campaign manager called me and said he was questioned by someone in Dent or Chotiner's office about using White House influence to get business, and he didn't quite understand it although he said that he told them exactly what happened which was that he was taken into Dick Garbett's office at the National Committee and urged not to hire me but to hire Harry Treleaven as television consultant for the Meskill campaign.

cont'd

Larry, have you gotten any action at all on my memo and is there any possibility that I can move ahead on the David Frost suggestion? Have a Merry Christmas. See you soon.

Sincerely

ROGER E. AILE

President

REA Productions, Inc.

REA:hjs

# 28 Concions Endorse Dale for GOP Post

By its Oberderfer

Wish and the Staff Viewer
Two may eight | Propublican
schalors added | Pre-sident Nixon yests they to select Sen. Bob Dole of Ethias as the next Gill national chaleman, but others privately or publiely opposed his selection to the post.

White Horise sources said Mr. If and has not yet made un his mind about a new party chief, and indicated that Mr. Nixon is " no hurry to do so.

While Dole is the most prominent candidate and the only are making a public campaign for the post, the delay in the decision was interpreted it; some quarters as reducing the likelihood that the Mansan all be named. The choice of a new GOP chairman and top aides is expected | to shed light on Mr. Nixon's pelifical posture and strategy for the 1972 campaign.

Names of the 28 senators backing Dole were sent to the White House by Sen, Henry Bellmon of Oklahoma, who circulated a pro-Dole state-ment Monday on the Senate floor. Beilmon's office declined to make public the names of the endousors.

can planning for the future placing Walter Hickel. but rather an comme con- The Republican national servation that would lead to committeemen and committee-!



SEN, BOB DOLE . . . finding opposition

also said the selection of a senator as part-time GOP chairman would tend to "undereut" Senate Minority Leader Hugh Scott of Pennsyl-

Scott said he had advised! chairman rather than a mem- investment counselling and ber of Congress. Scott, who property management firms. was Republican national chair-Fourteen Popublican sena man in 1948-9 while a member tors did not sign the state-difficult to do both jobs well.

One of those who did not sign was Sen. William B. Saxbe of Chio. He said that Maryland, who has been se-Dole does not represent the lected by Mr. Nixon to be the "mainstream" of the Republi. Secretary of the Interior, re-

women of the 50 states, will elect the new chairman after the President makes his choice. They are not scheduled. to meet until late January. Morton's name will not be submitted to the Senath for confirmation as Secretar, of the Interior until after the beginning of the next Congress Jon.

In addition to the chairmanship, several other too party posts are being vacated and must be filled:

· Elly Peterson of Michigan has recently resigned as assistant chairman of the national committee.

• Jim Allison Jr. of Texas. depully chairman and fulltime political chief of the committee, has resigned effective Feb. I to return to private business. He is part owner of election losses in 1972. Saxbe the political management-advertising firm headed by

Harry Treleaven.
Robert Hill, executive director of the committee, will become executive assistant to Morton at the Interior Department. Hitt is a pariner in Mr. Nixon to seek a fulltime Cleary Hitt Co., a California



PRODUCTIONS INC. 888 Eighth Avenue, Suite 7F New York, New York 10019

New York 212-765-3022 Washington 202-544-6449

#### GREGORY STONER

My second choice for the job would be Greg. I believe he wants \$17,000 per but would probably take less.

#### Possible points in favor:

- Strong engineering background in videotape.
   Somewhat weaker in film.
- 2. Production and management experience.
- 3. Easy-going nature. Recently divorced so wouldn't mind long hours.
- 4. Maturity and is a Republican.

#### Possible negative points:

- Never really "made it" in the big time and seems to settle a little too easily for second best.
- 2. May lack the "youthful drive" necessary
- 3. I question his creative ability.

#### RESUME

Gregory R. Stoner
31 Gillett Street 447 ZION ST.
Hartford, Conn. 06105
Phone area code 203
278 6218

Born 5/10/35 Age 34 Married

### EDUCATION

- University of Southern California, Los Angeles, California Telecommunications, TV Production, Broadcast Arts 1957-58
- Los Angeles State College/ Los Angeles City College/ L.A. Calif.

  Speech and Drama major/ Liberal Arts/ A.A. & B.A. 1953-57
- Hollywood High School, Hollywood, California. History-Art 1950-53

# BUSINESS SCHOOLS AND TRAINING

- NBC Television Network, Burbank, California. Training program VTR Engineering (RCA TR 70 and Ampex 3000) 1965
- ABC Television Network, Hollywood, California. 1964
  Television engineering and light technical direction from master control (Camera RCA TK 71 TK 60's)
- Grantham Electronic School, Seattle, Washington 1961
  Intensive 16 week course stressing TV electronics theory
- U.S. Army Information School, Fort Slocum, New York
  Public Information, Press Information, Broadcasting 1958
- Don Martin Radio and TV School, Hollywood, California 1953 Radio and TV Production, copy writing, announcing, sales

#### MILITARY SERVICE

U.S. Army Signal Corps, Armed Forces Radio and TV (AFRTS)
Broadcast Specialist, Far East, Seoul, Korea.
Director-Producer AFKN-TV, Station Manager-Fort Ord, Calif.
Enlisted May 1958 - Honorable Discharge April 1961

#### LICENSE:

F.C.C. First Class License - Radio Telephone # PL2 3946

#### WORKS

Textbook. Television Today, A study of TV studio production now in progress.

THE WAITS HOUSE

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 $f_{i} = f_{i} \wedge g_{i+1} \wedge g_{i}$ 

Not Roger M. Aftes President RMA Productions, Inc. 888 Fighth Avenue New York, New York 10019

Dear Mr. Ailes:

Thank you for your continued interest in our podium work. Based on the meeting with President Richard Nixon, we have designed a podium embodying features that he indicated he would like. Basically, the new design will provide good illumination of the reading surface and will eliminate microphone shadows.

A rough sketch of the new design is attached. The new podium will be 30 inches wide to provide a larger reading surface and the microphones will be recessed into corner wells which should eliminate any shadows from them.

The first unit is being constructed at this time and will be finished at 1200 hours, 6 March 1970.

1 Incl a/s

Colonel, USA

Commanding

. 4 cc: H. R. Haldeman Dwight Chapin Brig Gen James D. Hughes

February 27, 1970

Colonel Albert Redman, Jr. Commanding Officer White House Communications Agency White House Washington, D. C.

Dear Colonel Redman:

I think the meeting with the President regarding the podium design was fruitful. If I can be of any further help, please let me know. Thank you for taking me on a facilities tour of the White House equipment. I will want to do that again as soon as we get the assistant aboard.

I am submitting a proposal on the lighting school we discussed with Dwight Chapin. As soon as I get the go ahead, I will let you know. Please keep me informed of the progress on the podium.

Best regards,

ROGER E. AYLES President RMA Productions, Yes.

REA: hjs

cc: H. R. Haldeman Dwight Chapin

# THE WHITE HOUSE

Alle ble

March 2, 1970

MEMORANDUM FOR H.R. HALDEMAN

FROM: LARRY HIGBY

There still appear to be a few questions concerning Roger Ailes' employment that aren't clear to all concerned.

# l. Reporting Responsibility

It is Roger's understanding that he is working here as a consultant and reports to you. When his man is finally selected to work down here, he will be working for Ailes rather than for Klein or Ziegler. Apparently Ron Ziegler feels that Ailes' man will report to him. Could you please clarify this.

# 2. Outside Compensation

We agreed to provide Ailes with some additional outside compensation. I have told him that we were in the process of attempting to set up an outside PR apparatus and that his payment will probably come from there - something he says you indicated to him before. In light of the way the Perot thing fell through do you want me to make other arrangements for Ailes' payment or would you prefer to handle it.

I would propose that we tack on whatever additional expenses he might be to our RNC fund. Perhaps you can give me an indication of what the agreed on rate for Ailes would be. As you know, we presently pay him \$100/day plus expenses.

He will operationally be part Mess office while I twill be resp. 13 2 for property to see I the second to the second of the seco

December 1, 1969

MEMORANOUM FOR: MR. HALDEMAN

FROM: THE PRESIDENT

I think last week illustrated my point that we need a part or fulltime TV man on our staff for the purpose of saying that my TV appearances are handled in a professional basis. When I think of the millions of dollars that go into one lousy 30-second television spot advertising a deodorant, it seems to me unbelievable that we don't do a better job in seeing that Presidential appearances always have the very best professional advice whenever they are to be covered by TV. Over the last week, for example, I signed the Non-Proliferation Treaty at my desk, I announced the the Germ Warfare Proposal on Tuesday in the Roosevelt Room, and then signed the Draft MAN/ Reform Bill in the Roosevelt Room on Wednesday. On Thursday, I made an appearance at the Thanksgiving luncheon in the White House. In each of these cases, I had excellent background briefing as to how many people would be present and how many pens I should use. I had, however, no professional advice as to where the cameras would be and how I could make most effective use of the TV opportunity. I should add to this list, even more importantly, the telephone call to the Astronauts. Even the question as to whether I should have held the phone with my right hand or my left hand is quite pertinent,

I think that each of these TV shots probably came off adequately. My point is that they should always be absolutely top rate in every respect, and I should spend at least five or ten minutes with whoever is the TV producer to get his suggestions as to how I should stand, where the cameras will be, etc. In any event, give this some thought and perhaps we can come up with either a man or an idea to deal with the problem, more adequately. I feel it is really worthwhile if we can get even a relatively godd young man who doesn't come at too high a price and have him available for only one two-minute shot a week, if that is all I happen to be on that week. Let's be sure that two minutes is the very best that can possibly be. The President should never be without the very best professional advice for making a television appearance.

As a matter of fact, the advice for the two-minute shot is probably more important than for the 30-minute appearance. Over a period of 30 minutes, the audience will forget the technical difficulties if the subject is engrossing enough. In 2 minutes, the impression of the picture is fleeting but indelible.

# A PLAN FOR PUTTING THE GOP ON TV NEWS

For 200 years the newspaper front page dominated public thinking. In the last 20 years that picture has changed. Today television news is watched more often

than people read newspapers.
than people listen to radio.
than people read or gather any other form of communication.

The reason: People are lazy. With television you just sit--watch--listen. The thinking is done for you. 29% rely only

As a result more than half the people now say they rely

on television for their news. Eight out of 10 say they tune in

radio or TV news at least once daily.

Network television news is only half the story. People

are also concerned about their localities. As a result, TV news, is one-half network, one-half local.

To make network TV news from Washington you must wilder with have a story with national priority. Otherwise, you don't get on network and, therefore, you are not seen in any locality.

To date, local stations have not been able to carry Washington news unless it made the network because, literally, they haven't been able to get it there from here.

This is a plan that places news of importance to localities (Senators and Representatives are newsmakers of importance to their localities) on local television news programs while it is still news. It avoids the censorship, the priorities and the prejudices of network news selectors and disseminators.

It will work because television is basically a local medium.

People think local. Local news shows like to identify with figures

of local importance -- such as Senators and Representatives.

Jt should be Expanded to include other members of the administration such as Cabinet involved in activity with regional or local interest. Also could involve GOP Governors Who would purchase equiptment Reproduced at the Richard Nixon Presidential Library

# THE PLAN -- Purpose, Cost

1. Purpose - To provide pro-Administration, videotape, hard news actualities to the major cities of the United

A. In the top 40 population centers, \* the two highest rated late evening TV Newscasts praccess to 51% of the total, adult population of the United States.

(See attached) в.

highest rated late evening TV Newscasts provide

(See attached market list of top 40 centers.)

To furnish these 80 stations daily will take the following:

(1). Equipment

(2). Technical & Professional help.

(3). Processing & Delivery.

to News Director

Matching feeds to all radio

stations in area applicable

,	2.	Cost		ent, (Mobile Videotape Truck)	\$375,000.
		hish	bank Cor	ntains 2 Videotape Machines	
			E1e	ectronic Editor	
		•		o-Way Radio (Connected to Base)	
		A *A	and the same of th	lor Camera with Electronic Zoom	
may me		J. L.	Ind	ependent Electric Power Supply	
111	K V	ung		·	
may ne more fle than	A A 44	• خمال	Technic	cal & Professional Help	(Annual)
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<i>(L)</i>	$M_0$	•		(a). Doing Distance after	

(b).

Reproduced at the Richard Nixon Presidential Library

# THE PLAN

2. Cost - Processing & Delivery (Continued)

	3. Air Frei	ght	
		40 Markets, Daily 10 Months Annually	\$ 50,000.
<b>^</b> '		Balance of Nation and Weekend Features at Random Markets	20,000.
Il not begin	4. Start-up	Costs	
Would not begin construction sure works.		60 Day rental of equipment during construction period	•
works.		of customized truck	20,000.
W. C.			
	Total Cost,	with equipment less equipment	\$542,000. \$375,000.

First Year Operating Cost

\$167,000.

needed. Most stations don't want some other newscarter seen since they are trying to build up their own guys. Need a producer-director and producer assistant besides the technilian engineer.

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Produces - Vivector and line up to scheduled roking and scheduling AN -- TY NEWS OPERATION 'out cué 1. Shoots a Senator Talking (Departs) IMA Edits what he says

2.

3. Duplicates several copies

Delivers to airport

All of this is done enroute.

Shoots a Senator Talking 1.

> Time is news. If an issue is hot in Washington, then it is hot at home. But -- if your Senator says something on that issue, the people at home should know about it while the issue is hot.

Most GOP Senators represent geographical areas not just a state. Their word is good in their area. Most areas are connected by a common news base. They all share a major center of commerce.

Usually 8 to 15 television markets comprise that "constituency." While he may not directly represent all of the people -- they know his word and respect it. One GOP Senator can be authoratative in as many as 15 markets. Of course, depending on the Senator and the issue, some will make news nationally.

#### 2. Edits what he says

Television news is crammed. Politics, economy, tragedy, human interest and weather are jammed into a half hour. Weekdays -- one minute is the average length of time Washington news gets. The host of the local television program is the anchor man. He must appear informed and be attractive to be successful. Attracting more viewers than his competition means higher ratings for him, longevity in the job and the station can charge more per announcement within the news segment. The key is speed, pace, completeness.

The producer-director would also be responsible for create ideas for segments.

Up to now, the local commentator has only been able to read wire copy of what happened. With Videotape Insert, he will be able to read the lead paragraph of wire copy -- and say, "In Washington, our Senator XXXXX told WXYZ-TV. . . . " and the next thing you see is Senator talking. . . . IF HE HAS BEEN EDITED DOWN TO THE REMAINING 40 SEÇONDS. This plan includes this kind of editing.

The P-D would be in touch with stations and

3.

Up to today, local television could not afford to hire a reporter, send him to Washington, hire a film cameraman, process the film and ship it home.

It was not only the money the station could not afford, it was also the time factor. Days were needed.

Through Videotape and duplication and distribution by airfreight -- the system works.

While the Videotape Truck is en route to the airport, the statement is edited and duplicated. When it reaches the airport, preaddressed Airfreight weighbills attached to the box of tape minimize delay. Saiting

Delivers to airport

Due to strategic Washington location, three major airports serve enough major trunk airlines that a single Videotape statement can be immediately dispatched. Most of the major cities now receive non-stop or one-stop service from Washington.

Through a unique service arranged with Emery Air Freight Corporation of Wilton, Connecticut -- the Videotape would be handled at National Airport. At the receiving end it would be picked up and driven to the television station.

This entire process can be accomplished in four to eight hours.

for	PROPOSED TO NE little unre any dela	y		Production
8:00 AM 9:00	Begins Videota Departs Hill fo	aping, On Hill		60 Minutes
9:30 10:00 12:00 12:30	Begins Videota Departs Hill fo		1	20 Minutes
1:00 3:00	Begins Videota Departs Hill fo	ping, <u>On Hill</u> or National	1	20 Minutes
3:30 4:00 6:00	Begins Videota	nal, Dumps Ship aping, <u>On Hill</u> <b>y</b> n; Dump Shipme	1	20 Minutes
,	1- quest not			1/2 Hours
is union for lunch	THREE SAME-DA	Markets .	s Inap	fic y- union Makes The TV News
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	THREE SAME-DA Top 40 Senator Records Statement	AY DEPARTURE Markets . O Union o Sample Arr Time	S Ing	fic n- union Makes The TV News
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Other markets would also be serviced in this same time period; i.e.,

Dole tapes to Wichita, St. Louis, etc.

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Videotape Departure

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				9 AM	-	3 PM
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New York			3.182	4	8	11
Los Angele Chicago	4.22	7 6	2.466		6	10
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(Total	64.49)	•		₹		
\	very availabi	and the second	Reproduced a	it the Dichard	Missa Dessi	

TRUCK

2 VTR MACHINES

1 CAMERA

1 EDITOR

Videotape Truck

Costs:

Ampex Corporation Proposal (Revised) #9423-0409B 17 June, 1970

\$375,000

Mobile Unit:

Two Ampex VR-1200 B Color Videotape Recorders

One Ampex RA-4000 Random Access Programmer (Editor)

One Ampex BC-230 Color (Camera)

Switching, Mixing, Intercom, Monitoring, Connecting System.

Built from Chassis in 60 Days:

Ford, GMC, or IHC Chassis V8 Engine; 5 speed transmission; air conditioning.
Weight: 22,000GVW

Van Body; 18 ft-length,
3 ton air conditioning,
8 KW power system;
30 EK Series generator
with 25 KW capability.

FOB, Redwood City, California

(\$37,500 with order 7-21-70 would deliver 10-15-70).

Although this is an excellent idea there is always the possibility that too many stations will reject the too many stations will reject the idea to make it pay off.

What about radio feeds Key radio stations avair portion? -Extra Production - Operations Equipt ment Management Personnel Operations, Technical Videotape Operates Machines News Made 1. Videotape Recording 2. Audio Recording 3. Drives Vehicle which med Can Maintain 1. All Technical Gear 2. Tear down while operating 3. Repair on spot on demand Audio 1. Can transmit actualities back to home base instantly 2. Can edit and duplicate if necessary. Editorial Content Videotape Operates Camera & Electronics 1. Helps Senator Record words. 2. Then edits electronically final Video actuality. 3. Duplicates Video actuality and inserts final product in shipment box (while enrout: Audio 1) 5,05 or Weltinghouse. Can transmit actualities back to home base instantly 2. Can edit and duplicate if necessary

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c) station mg denocratic В d) News dept ego Feel they can do it better on Metromedia e) lack

Videotape Truck

reasons:

b) afraid of outery

xerbalancing

a) don't believe

from loca

deuscrats

Videotape Truck

Maintainance - Cost Operation

Annua1

Electronic

Videotape Mac	hines	
Head Re @1000 1	eplacement nours/dual	
(Month	, 10 hrs) ly, 43) nual /dual	1,500
Routing Routing	9	500
Audio Systems	; Solid State	300
Vehicular		
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belity 17	10 mpg =	2,050
pails Lubrication/As	sociated Twice Monthly	300
Insurance Package		3,500
Mobile Telephone		600
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Videotape Operations Only	MINIMUM CA	SH PLAN
	(First of	5 Years)
Recourse of Cash Out	Ampex Corporation	
Because of Cash Out	Down Payment 7/70	75,000
Management	A - Tech Coordinator	17,000
1 de la contract	B - Edit Coordinator	25,000
Production	Raw Tape Stock	18,870
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2,		

# Basically an Excellent idea. Needs refinement and good organization. See a need for 4 people.

Videotape Operations Onl	y MAXIMUM Ca	ASH PLAN
Cost/lot Cash Out	Ampex Corporation	375,000
making sewice Management	A - Tech Coordinator	17,000
Known an	B - Edit Coordinator	25,000
understood Production	Raw Tape Stock	18,870
by stations	Air Freight 20 Markets Daily 100 Markets Weekly	73,100
and GOP Maintainance people!	e Fuel-Insurance Equipment Routine Mobile Communication	8,750
people !!	1	

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SINGLE YEAR CASH
527,720
-(375,000)

SUBSEQUENT
ANNUAL OPERATION
152,720

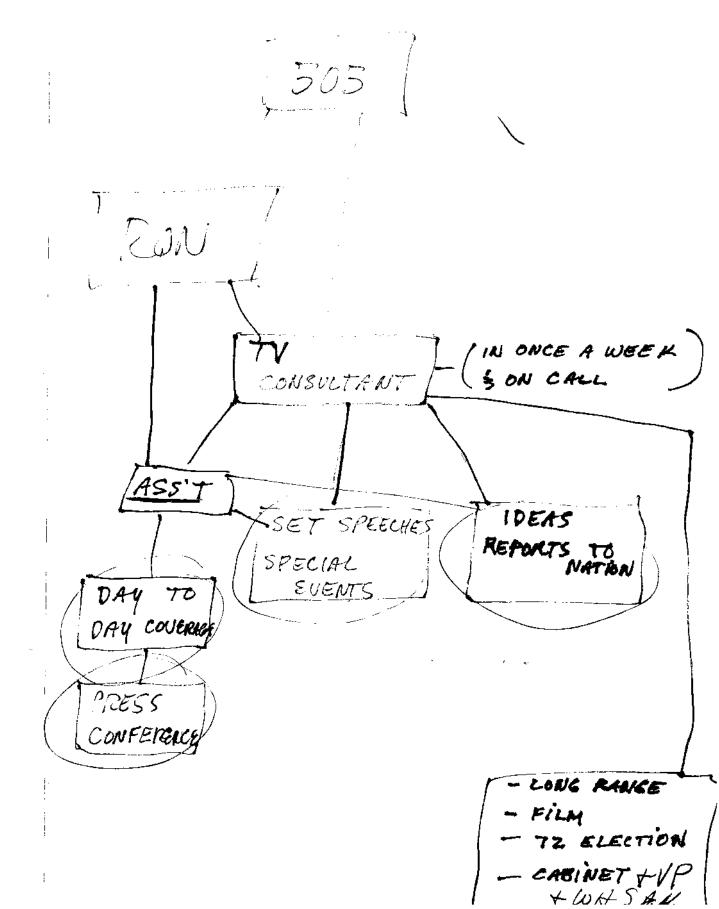
Audio Addition to Package

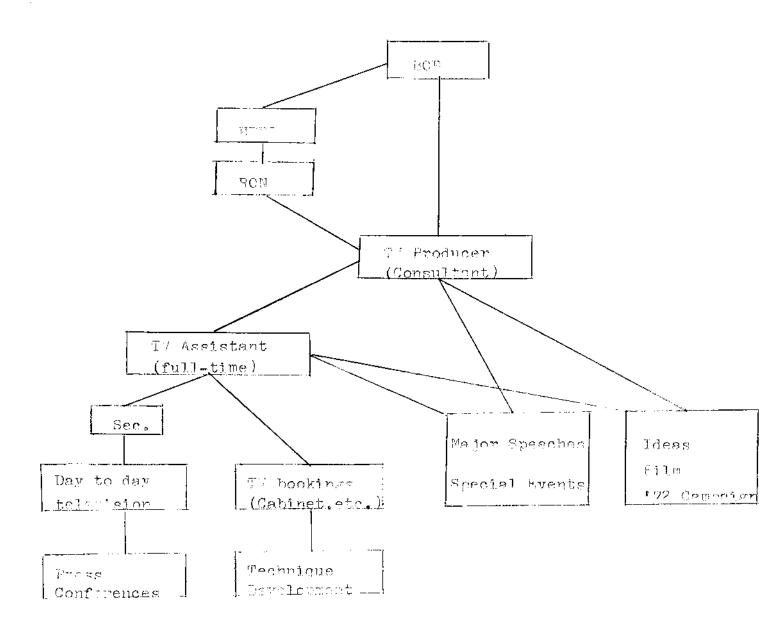
Bob it you decide to 162,320

go ahead we would as a production Company like to bid on packaging Interest Cost Alloys 27%

Know what has to be done and we could test the feasebility for 90 days without you making a commitment without you making a commitment (over

production Ther people could be my Existing, staff, so you wouldn't have the problem of hiring or firing. Exception is the engineer but I know a few good ones out of work right now because of general undustry Slow down. If you are interested I'll have my N.y. office put together a) 90 day pilot costs b) cost to continue on Best regards, Roger





#### THE WHITE HOUSE

WASHINGTON

September 14, 1970

MEMORANDUM FOR H.R. HALDEMAN

FR: HERBERT G. KLEIN

RE: Proposal for a Mobile TV Unit

The proposal works on a premise which I basically agree with, that the television news is important and that local news shows deserve more priority.

The fact is that strong local news shows in large markets, are a greater factor in attracting viewers to network shows than are the network shows themselves.

You will recall also, that in 1962, with your agreement, I worked out a system of shipping film clips to principal cities in California, so we have had some experience in this.

Regarding the proposal submitted to me, I think it would be impossible to organize at this time and be able to influence November. The project would take several months. Beyond that, I have serious doubts as to the feasibility on the plan economically. I think the premise of doing more for local shows is good.

First, it would cost an excess of a half million dollars, which is far more than the RNC pays for all our activities.

Secondly, I do not think it could be done within the price and personnel limit outlined in the proposal. I doubt the premise on film delivery...which are expensive.

Third, there are excellent television facilities available to both Congressmen and Senators on both sides of the Hill.



9/14/70 Mobile TV Unit page two

I think the proposal triggers the idea that we should seek to have the committees on the Hill do more to facilitate use of the existing facilities and perhaps incorporate some of the delivery systems suggested.

I discussed this with our Saturday morning group, including Lyn Nofziger. The concensus is that the idea of doing more with local is good; that the cost of this mobile project is too high and perhaps we should try some pilot projects with existing facilities. Lyn is looking further into this.

# TALKING PAPER

Re: Roger Ailes' Meeting

# A. Why we are here?

Roger, I want to be completely honest with you. As you know, we have felt the need for a full-time man here at the White House for a long time - to supervise our TV on a daily basis - and our efforts here have met with little success. I don't see anything developing on this need in the near future.

The President has told me to completely reorganize our television operation - not only to change the people involved - but to change some of our thinking and find a full-time man. This has been done and starting next week we are bringing in a new man to handle this job.

You and your operation have developed into a TV political consulting business. It is obviously successful, but it is a different animal than what we need here.

We have not been able to build the relationship between you and the President which we had hoped to see. It is no one's fault. We face this sort of thing everyday. There are different directions that we can go which I think you can explore and which will continue to reap you rewards.

B. The President wants to try a new direction and feels we should not only have a new approach, but new people.

We are going to try a procedure very similar to what you recommended. It is our hope to get a man for the daily routine events on a full-time basis. In addition, we have a producer-type who is not involved in politics in any way, nor is his company.

- B. (Con't) I would imagine that you would want to continue to grow in the area of a political TV concern and we would very much like to encourage this. What I specifically have in mind is developing the appropriate relationship between you and the RNC. This is of course up to you, but we would want to do everything to encourage this if you are inclined in this area.
- C. We could, for example, make you the media consultant to the RNC ... something that will probably be far more lucrative than your arrangement here. It would allow you to concentrate far more on developing Senate and Congressional campaigns. In addition, it would give you the opportunity to work first-hand in restructuring the RNC Communications apparatus.
- D. Larry talked with me about the Martha Mitchell show idea. That may work and is surely something which should be followed up on with the people at Justice. However, there are undoubtedly a number of good show ideas which could be developed and placed on the air. This is in an area where we want to work with you and will cooperate completely.
  - l) a new type news panel
  - 2) talk-interview type show
  - development of a TV series with pro-Administration plot

### Summary

A. I would be wrong if I didn't indicate to you how much we have appreciated your help in the past -

November 16, 1970 7 6-11-1 / 1880 1860 1

## MEMORANDUM FOR THE BILL CARRUTHURS FILE

The following are some of Bill Safire's thoughts concerning Carrothers:

- 1. He is technically good especially on tape a proficient technician.
- 2. He has a good group of people working with him and he has good control of the people and of himself.
- He is liberal compared to us.
- 4. He has a little company and he is anxious to make a name for himself.
- 5. He has much less smotion than Ailes does; he has more control.
- 6. He is probably a better producer than Ailes but he does not have as much flair as Roger.
- 7. You've got to consider the question of Flair versus ability and Safire buys ability.

Following are comments from Ed Bleier, Vice President of AEC who knows Bill Carruthers.

- 1. Carruthers is solid, sure, reliable, and never lets you down.
- He is not the greatest creative man.
- 3. Regarding the choice between Alles or Carruthers, Carruthers should be used for remote and crowd-type situations; Alles should be used for small studiotype situations.
- 4. Carruthers is excellent on logistics.
- 5. The hottest producers on television at the present

time are Bob Henry (Ford Theater Show) Harbach, and Vanoff. Carruthers is always in the running as one of the top producers, according to Fd Bleier.

DWIGHT L. CHAFIN

FK 16 2

# MEMORANDUM FOR RON ZIEGLER

FROM: Tim Elbourne

Per your request, the following is a recap of Roger Ailes' and my activities in regard to the President's foreign policy telecast on Wednesday.

I talked for the first time with Roger Ailes on Saturday by telephone and outlined to him my concern about originating the telecast from the President's San Clements office, due to the size of the office, the color of the walls, air conditioning problems, etc. Roger told me at that time that he would try to get out to look at the office as soon as possible; however, he could not give a firm time. I understand that Roger did go to the compound on Sunday afternoon where he met with Steve Bull and looked at the office for about an hour and a half.

Following his tour, Roger telephoned me and concurred with the concerns that we discussed previously. I suggested to Roger that he relay to Chapin, Haldeman, etc. these problems. We did agree, however, that it would be possible to do the telecast from the office even though circumstances were not ideal.

In anticipation that the office would be the origination point, I had 400 amps of power brought into the office site and the Telco audio, video, and telephone lines were ordered in. These were installed and ready to go on Monday.

Cn Sunday morning, I talked with Bob Siegenthaller, the pool producer in New York, and indicated that we should have our first survey on Menday a.m. I also talked with John Lynch and informed him of the tentative survey. I talked with Roger Ailes and informed him of our survey plans. He said he would try, but doubted if he could make it.

Accordingly, on Monday, John Lynch, Bob Siegenthaller, the director, and technical people, and myself went to the compound to survey the office and judge our ther possibilities for the origination point.

After we had seen the office, we met with you and the pool and discussed the various problems we would encounter by using the office. At that point you indicated that the President had decided we would do the telecast from a studio environment in Los Angeles. Following our meeting. I contacted Roger Ailes by telephone and informed him of the decision. He told me that he would take a look at the studio; however, I do not know if he actually went to ABC studios or not.

Later that evening we met with the pool at the Surf and Sands Hotel and discussed details and concepts for the show. At that time we outlined to them the physical facilities for the President, staff, and press.

I telephoned Roger Ailes following this meeting and informed him of the discussion and that the producers would be ready for us to come to ABC studios at 11 a.m. on Tuesday morning. Roger indicated that he did not think he could make the initial studio survey.

I moved to the Century Plaza Hotel on Tuesday morning and met the pool at ABC studios at 11 a.m. on Tuesday. At that time I determined which rooms would be used for staff, located the President's holding room, make-up room, agreed on the sound stage that would be used for the telecast, located press facilities. Further, at that time we discussed the possible set arrangement. ABC indicated that they would locate suitable chairs and requested that we bring two chairs suitable for the President's use from the compound. I advised Dwight Chapin that he should select the President's chairs and have GSA bring them to either the Century Plaza Hotel or the studio.

Following the survey at the studio. I met with WHCA, phone company personnel, secret service, helicopter advance, and worked out details for the over-all movement.

I then returned to the Century Plaza Hotel, had a further meeting with the T.V. pool to discuss details of the telecast. I telephoned Roger Ailes to advise him of these discussions, as Roger was not able to be at the studio on Tuesday.

Tuesday evening I rechecked the hotel arrangements per Dwight Chapin's requirements for the President and staff, as well as for the press pool traveling with the President.

On Wednesday morning I returned to ABC studios where we had an II o'clock meeting set up to look at the set. Roger Ailes was in the studio and we looked at the set and decided that the chairs that ABC had selected were not appropriate, and requested that other chairs be secured. Dwight Chapin had apparently decided not to bring the President's chairs from the compound. Roger spent about an hour in the studio but had to return to KTLA studios where he was shooting two television shows. Throughout the duration of the afternoon I rode herd on President's staff, and press facilities, as well as working with the pool on set requirements. We tried four or five different chairs and settings. This was following your visit to the set along with Chapin, where we discussed over-all details of the set and the feeling we wanted to achieve.

Roger Ailes returned to ABC studies at approximately 5:30 p.m. and met with you regarding over-all format and lead-in to the show. I have no knowledge of what he and Roger discussed after that point, as I became involved with the press operation.

Roger secured the make-up man, Mr. Clyde Thompson of NBC, and I got him set up in the President's holding room at approximately 5 p.m.

To my knowledge this was the extent of Roger's activities, however, he may have talked by telephone with the pool producers on several occasions without my knowledge.

June 16, 1970

Dear Roger:

I was pleased to learn that the Ohio University Alamai Association selected you this year for their Certificate of Merit. Maybe it was not such a bad year for Republicans on campus after all! Congratulations.

Sincerely.

WICHARD HILL

Mr. Roger Ailes
423 Cak Valley Road
Medina, Pennsylvania 19053

RN:AVHiggins:mvm

7773 3

May 12, 1970 Tuesday - 4:30 p. m.

MEMORANDUM FOR MR. H. R. HALDEMAN

FROM: Dwight L. Chapin

RE: Two-Way Conversation between the President and Students - Television

You had mentioned that the President was intrigued with the possibility of trying a hook-up with university classrooms on educational television. You wanted to know whether such a hook-up was feasible.

It is definitely feasible. It can be done by NET or it could be done by the networks.

Roger Ailes is developing a plan which he is going to phone in to me tomorrow morning.

I have talked to Safire, Herb Klein, and Billy Graham and they all feel it is a tremendous idea. Alles thinks that it can work, but he wants to give some more thought to it.

In case you get into a conversation with the President, the following are some of the points which have been brought up in regard to such a production.

Bill Safire has suggested that perhaps this hook-up be among four institutions: an Ivy League college, a large university in the Midwest, a California community college, and perhaps a high school in the South.

Groups of six or seven students could be gathered at each one of the institutions and would ask the questions of the Fresident. Another option would be to have the cameras set up in either a

Poster Piles

Reproduced at the Richard Nixon Presidential Library

Government or civics class at each one of the schools. One thought was to have the auditoriums filled with large groups of students and then this was ruled out for control reasons.

Roger Alles likes the idea of having the President originate live from one of the schools and then shift to the other schools to answer questions. It had been thought that perhaps the President should originate from an informal setting such as the White House Library. However, Roger feels that it is good to have some students in and around the President in order to draw more identity. An option from going and originating from a classroom would be to have some students in the Library at the White House with the President.

Roger feels it is important to structure this in such a way as to allow the students to ask follow-up questions and therefore create the impression of carrying on a dialogue. He also feels that it should be structured in such a way that the President can ask them some questions which gets into the whole question of the President listening to the students.

Roger feels that perhaps the best way to handle the thing mechanically would be through NET. He is sure that the networks would carry it, if offered.

We will have a more specific plan in to you tomorrow.

DLC:ny



PRODUCTIONS INC. 888 Eighth Avenue, Suite 7F New York, New York 10019

New York 212-765-3022 Washington 202-966-1411

February 3, 1970

Mr. H. R. Haldeman Chief of Staff White House Washington, D. C.

Dear Bob:

This is just to bring you up to date.

- 1) I talked with Charlie Rotchford and he has assured me that he will move ahead or a portable blue drape and it will be ready the next time the President needs to use the Oval office for TV.
- 2) I have talked to WHCA about the podium problem and we are working on it.
- 3) Our ad was in Broadcasting this week for a television assistant. Responses have already begun to come in. Within a week I'll have it narrowed down to two or three potentials.
- 4) I will view the videotape of the HEW Veto to see if there were any shimmers from the design on the tie. My preliminary investigation, however, shows that there were none and whoever reported it may have a set that is not scanning properly.
- 5) I will look at the President's ties and select those that can definitely be used.

See you soon.

Best regards,

ROGER E. XAILES
President
REA Productions, Inc.

RECEIVED FEB 7 1970 CENTRAL FILES

CC: Dwight Chapin
Reproduced at the Richard Nixon Presidential Library

Dear Roger:

On this first anniversary of our campaign victory last year, I am reminded once again of how much your active and very effective participation meant to our achievement of that victory. The time and effort you devoted, the encouragement you gave, the personal commitment you made, all contributed greatly to our success in a difficult, exciting and closely contested campaign.

Having the opportunity to lead America at this critical point in our nation's history is a great privilege. I am deeply grateful not only for your campaign efforts, but also for the faith that those efforts represented. I shall do everything I possibly can in the months and years ahead to merit that faith, and to make these years a time of which America as a nation, and we as Americans, can be truly proud.

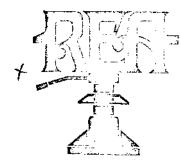
With my best wishes,

Sincerely,

William Millia

Mr. Roger Ailes 423 Oak Valley Poad Media, Fennsylvania

RN: Melencamp:sle



PRODUCTIONS INC. 888 Eighth Avenue. Suite 7F New York, New York 10019

New York 212-765-3022 Washington 202-966-1411

October 2, 1969

Mr. John Ehrlichman Counsel to the President White House Washington, D. C.

Dear John:

I am sending this letter to you and to Bob Haldeman to inform you of a situation which I just became aware of.

Talking to a friend of mine in the newspaper business, I found out that the New York Times is publishing a book review of "The Selling Of The President 1963" in this weekend's book section. I'm sure you are aware of this book. My friend thought I should be aware of it since I was mentioned prominently, and I had it read to me over the phone. I was upset to find that quotes by me, which are inaccurate in the first place, have been lifted out and featured. I regret that the New York Times has decided to use me as a tool to embarrass the President.

If you have any comments or suggestions on the handling of this, please advise.

Sincerely

ROGER E. AILES

REA/hs

Reproduced at the Richard Nixon Presidential Library

RECEIVED

CTTTP:

# October 8, 1969

Dear Roger:

Thank you for writing your note of October 2. I've been aware of McGinnies' book and statements for quite some time and there's really nothing much that we can do about it at this point except hope that something like this doesn't happen again.

Sincerely,

H. R. Haldeman Assistant to the President

Mr. Roger E. Ailes REA Productions, Inc. 888 Eighth Avenue Suite 7F New York New York 10010

HRH:LH:pm /

EXECUTIVE (2)...

PRII

FG6-11-1/FLANIGAN, PETER M.

THE WHITE HOUSE

WASHINGTON

October 11, 1972

MEMORANDUM FOR:

PETER FLANIGAN

FROM:

STARKE MEYER \_ \_

2.01.

Leonard Garment has asked me to let you know about a new musical being produced by Roger Ailes, called "Mother Earth," which is opening in New York on October 19th at the Belasco Theater. The theme is ecology, and it seems to have had good reviews when it appeared previously in Los Angeles and San Francisco. Please let me know if you are interested.

industr U2 1

June 18, 1973

Dear Roger;

Your thoughtful letter of encouragement has been passed on to the President, who was gratified to learn of your continuing support and of your willingness to be of assistance. I want you to know, too, how much it means to me personally to be assured that President Nixon has your continuing confidence and understanding at this particular time. The wonderful response from the President's—and my own—friends is heartening indeed.

Despite recent developments, I share the President's faith that, working together, we can achieve the great goals of peace and progress all Americans seak. Your encouraging comments have strengthened that faith, and this note comes to you with my thanks and deep appreciation.

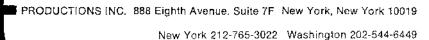
Sincerely.

Rose Mary Woods Executive Assistant to the President

Mr. Roger Ailes
Roger Ailes and Associates, Inc.
883 Seventh Avenue
New York, New York 10019

RMW:MAF:mah

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REN

MEMO TO: H. R. Haldeman

FROM: Roger E. Ailes

RE: PRESIDENTIAL PRESS CONFERENCE, December 10, 1970

On the whole I think the President did an excellent job during the Press Conference last night. It was obvious he was uptight the first few minutes but he seemed to relax as the program went along. The best part about it was his ability to be candid and brief on questions that required that type of answer. The fact that he went past the half hour worked to our advantage because many reporters, as you know, have been criticizing us for holding few press conferences. By the President not appearing to be concerned about the time or getting out of there in a hurry, he disarmed the reporters. In fact, he seemed to be enjoying himself which is an excellent attitude to have for all press conferences. It is extremely difficult for the reporters to score any points if the President is relaxed and seems to be having a good time. I do think it was a major mistake not to put makeup on however. Fortunately, we got away with it pretty well last night because of the lighting in the East Room. That lighting is preset, angled properly, and bright enough. However, if the President believes he got away with it, and therefore, can slap on a little pancake anytime, I'm afraid he will look very bad sometime when he needs not to. In fact, pancake is not the best type of beardstick since the beard shows through it. The only thing that effectively covers beard is a grease base.

Now that its over I hope we can mention to him that in most cases makeup is necessary and Ray Voege tells me it can be applied in three minutes. Therefore, there is no good reason not to use it. As the 1972 campaign approaches not only will the President by judged alone but he will be judged in contrast to someone else. Also if his appearance changes right near the election, it will be obvious that he is wearing makeup.

Everything is under control for the Christmas Tree Lighting Ceremony. Please let me know as soon as I can go ahead on other parts of my memo re television. Also, whoever takes over the National Committee I would very much like to be involved in the communications end of it. See you next week.

REA:hjs December 11, 1970

# July 21, 1971

Dear Roger:

I received your letter dated July 1, and appreciate your thoughts regarding the President.

I have forwarded this information to Dwight and I'm sure that he'll fit it in if possible.

With best regards.

Sincerely,

Lawrence M. Wigby Administrative Assistant to H.R. Malderen

Mr. Roger E. Ailes ROCKE AILES and ASSOCIATES, INC. \$53 Seventh Avenue New York, New York 18819

cc: Dwight Chapin -- FYI



July 1, 1971

Mr. Larry Higby The White House Washington, D. C.

Dear Larry:

I'm not sure if this is a good idea, but I thought you might like to try it on Bob at some point.

I realize the President has more important things to do than to be concerned about the Washington Senators, however, we have done nothing recently to build up his "sports enthusiast" image and it might be worth a trip during his "private hours" over to the ballpark to see the Senators or to talk to their management about their problems—not as the President but as a sports fan trying to keep the Senators in Washington. In fact, it might be interesting to set up a celebrity box in which the President, Cabinet members and some sports celebrities go to all the home games on a regular basis or the President invites these people to go with him to help draw crowds. That would solve some of the financial problems and give the President a down-to-earth look.

Just an idea for what it's worth. I hope all is going well with you.

Best regards,

Roger E / Ailes

President

REA/lam

THE WHITE HOUSE

TO: Bette:

FROM: GORDON STRACHAN

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Dear Roger

Such has asked that I retune windge your letter of June 30. We are aware of David Front's desire to do no interview with the President and have discussed the possibility intervally many times.

Although there are no plans at the present time to presend with setting up this interview, we will keep your recommendation and thoughts in mind.

Thank won for the thoughts you gave one on the Fourth regarding the President's television show the evening before. We were very interested in gotting a technical reading and appreciated the comments you had to offer.

Hope to see you soon.

Sincerely,

Dwight L. Chapie Deputy Assistant to the President

Mr. Rager E. Ailes 888 Seventh Avenue New York, N. 10019

# THE WHITE HOUSE

Date July 5, 1971

TO:

C.

FROM:

BRUCE KEHRLI

H. has not seen. Would you please handle, including an acknowledgement to Ailes.

Thanks.

В.



June 30, 1971

Mr. Robert Haldeman Chief of Staff The White House Washington, D. C.

Dear Bob:

I ran into David Frost the other day and we had time to talk for about a half hour. As you may recall, I produced some shows with David when he was first starting out and we have been friendly ever since.

For quite some time he has been trying to set up a 90-minute interview with the President. He's been operating through Herb Klein's office and is not sure of the status of it at this point. However, if you recall my first memo in 1969, I suggested that the President do a complete show with David Frost because Frost is best at getting out the real person and humanizing people. I still think it's a good idea--particularly, I think it should be done at Camp David where the atmosphere is a little more relaxed.

The reason I'm writing is not to suggest again doing it however, but just to say to you that if the decision is made to go ahead with it, I would like to be involved. First, because I have long thought it a good idea and suggested it, but more importantly because I know Frost and the entire Westinghouse operation very well since I spent so much time there. Also, David would feel comfortable with me handling the details, and frankly I can control him to a pretty great extent on this type of an interview. If he's dealing with Klein's office, well frankly, he does not have a great deal of respect for them, and I'm not sure he would listen to Al Snyder. It's just a suggestion, but I do think it would be very good for the President.

I hope all is going well. Thanks for your recent note.

Best regards.

REA/lam

1.

# June 2, 1971

Dome Cogent

Thank you for the information on the Indiana situation. I have asked Herb Flein to contact Gene Pullian to see if he is really as unhappy as some of the rumors indicate.

As you know now we did not make a trip to Indianapolis, but your information is certainly appreciated.

Congratulations and best of luck with your expanding business.

With best wishes,

Fincerely,

H. N. Raldeman Assistant to the President

Mr. Royer Ailes 877 Oak Valley Boad Nodia, Fennsylvania 19963 THE WHITE HOUSE

WASHINGTON

May 25, 1971

Date

NOTE TO: H. R. HALDEMAN

FROM:

GORDON STRACHAN

You may recall that Pulliam was one of the prime movers in the Whitcomb project. Pulliam is apparently still unhappy that the project did not go through as he hoped. Nevertheless, Klein should probably call and listen to his complaints to get a reading on whether Pulliam is really that upset.

All Mark Column Additional Column Additio



May 19, 1971

Mr. H. R. Haldeman Chief of Staff The White House 1700 Pennsylvania Avenue Washington, D. C.

Dear Bob:

I was at Indiana University on Saturday to make a speech to the radio and television graduates and I stopped in Indianapolis briefly and talked with a few of the people that I worked with during the last campaign. I'm not sure you're aware of the situation there, so I just thought I'd bring you up to date.

Apparently, Gene Pulliam, the publisher of the Indianapolis Star, is very upset with the President because he's been unable to talk with him about the political situation out there. He has gone as far as to say he is going to back Scoop Jackson for 1972. I'm not sure if you people care one way or the other but I did want to bring it to your attention. Apparently, the situation is still solvable but for one reason or another his feelings have been hurt.

There is a rumor going around in Indiana that the President is going out there for the Indianapolis 500 this year. Although I have not seen anything official on that, if he is and unless there is some other reason for it, I think it would be a very bad idea. The situation in Indiana is just too volatile at the moment and I can't see anything that the President could gain from it politically.

Governor Whitcomb gained a little popularity by turning down the tax program recently, however, the consensus is that it will have no long range effect and the President should stay as far away from him as he can.

Enclosed also are a few recent articles on the expansion of my company. We'll be moving into new offices at the end of the first week of June. Our telephone number will remain the same, however, the address will change to: 888 Seventh Avenue, New York, New York 10019.

I hope everything is going well with you. Let me know if you have any special projects.

Best regards,

Roger E. Ailes President

REA/lam Enclosures

# THE INDIANAPOLIS STAR

Where The Spirit Of The Lord Is, There Is Liberty

H Corinthians 3:17

EUGENE C. PULLIAM, Publisher

"Let the people know the facts and the country will be saved."—Abraham Lincoln

# A Weakened America

Senator Henry M. Jackson (D-Wash.) was right in warning that the Soviet Union's buildup of offensive power could cause the United States to back down in a future confrontation.

He criticized the Nixon administration for declaring "an era of negotiations" at a time when the growing military strength of the Soviets makes the need for negotiating minimal in Soviet eyes. Negotiations between equals are possible. Negotiation is unnecessary for a state strong enough to grab what it wants or do what it wants without fear of having to contend with any interference.

As the Paris peace talks have demonstrated with stony certainty, negotiation is impossible with an enemy that refuses to bargain - and the real enemy is not North Vietnam, but the Red duo of China and the Soviet Union. They are underwriting North Vietnamese aggression in Indochina and have made it plain they will intervene with their vast force if South Vietnamese troops invade North Vietnam to smash and dismember the military that has kept Indochina at war for a generation.

Red imperialism moved cautiously during the time just after World War II when the United States had a monopoly of nuclear weapons. The Communist powers then were more than willing to negotiate and did so although they outmaneuvered and outbargained the U.S., whose foreign policy at the time was heavily influenced by pro-Communists in the State Department.

The Reds set up shop in North Wish---

President Harry S Truman announced Sept. 23, 1949, that the U.S. monopoly had been ended with the explosion of a nuclear bomb within the Soviet Union. Open aggression was soon to follow.

On June 25, 1950, six months later, 60,000 Communist North Korean troops spearheaded by more than 100 Russian-built tanks and eventually to be reinforced by Rad Chin-

AFL-CIO will "take off its coat" for no calling for nt Nixon, Democratic center believe that Jackson tarting in New Mexico and continuing Tennessee and Kentucky with possible leads in Missouri and Okla nountain states.

> Muskie : named

FIRE "SCOOP" is expected to scoop none of the northernmost Midwes THE "SCOOP" is expected anybody's ball

In hard cold count, Jackson is estiigainst him in California,

mated to have 600 votes going in — a rough 20 per cent. But that's not really news; the news is that Jackson is summer, with all hands ready to saddle brook it will be. ranch

SAT- May 15, 1977
White Hous

By ERNEST CUNEO Copyright North American Newspaper Alliance, Inc.

Washington-Senator Henry (Scoop) Jackson (D-Wash.) is in the race for his party's presidential nomination. According to high-level sources close to the Washington State senator, Jackson will make the official announcement launching his candidacy in the tall, probably in mid-September.

"Kites rise against the wind" declares an old Chinese proverb, This describes the political fortunes of Senator Jackson. The opposition designed to blow up his candidacy has blown it far up in the political heavens.

FOR THE LAST month, there has

been an intensive effort to throttle an Jackson candidacy. This took the forr of Democratic resolutions in the Senat and elsewhere of such dovish naturthat Senator Jackson couldn't possibly accept them. All of the other candidate do; Šenator Jackson does not.

The thrust of the resolution was to write a 1972 platform excluding Senator Jackson in all but name. The effect of the resolution was to make the senator considerably more resolute than before their passage. In terms of political poker, he accepted the raise and he stayed in.

THE NEXT EFFORT was so brazen that national Democratic chairman Lawrence O'Brien denounced it. As voiced by Howard Samuels in a Democratic finance committee meeting, this was a motion to cut off all funds to any nominee who did not openly advocate the quickest liquidation of the war in Vietnam

Since Senator Jackson, alone among those named for the Democratic nomination, is unwilling to dictate to the President on a military decision, the net effect of the Samuels resolution would be to cut off any Democratic national committee funds for Senator Jackson in the event he were the nomi-

MR. SAMUELS, a likeable fellow whose forte was and is plastic clothespins and clotheslines, reached the end of his rope when it was revealed he wasn't even a contributor,

As the impartial umpire, Mr. O'Brien, a pro, was both inci-

RJ he

The professional politicians in



Friday, March 5, 1971

# Ailes, Business Is Not Alling

Roger Alles & Accoclates, In- a division to handle personal man-THA Productions originally form. reported. ed by Reger E. Affra in 1958, V.P. | ins" show has been credited to G.M. Robert J. Alles announced.

corporated is the new name for agement for talent, Robert Alles

Roger After as preducer, Following The new name signals an ex- his resignation from that post in pansion program for 1971 which 1968, Mr. Alies became Dichest will include activity in radio and M. Nixon's TV Consultent in TV TV production; TV counselling corprogramming during the compaign vices to business and industry; and for the providency.

# Commercials

# Challenges N.Y. tape prices

Commenting on two recent Transis on Rapin Act stones on prices of coplecting radeo tape for rate as see this section Micro 12 and April So. Electron Holland respectively. Jeffers in Profondations, so the section of the Profondations, so the section of the secti

to the following the second of the control of the c

# Top echelon changes

Two companies in the commercials production field have undergone top management changes along with some restructuring of their internal division set-ups. Teletape, which centralized its operations into eight divisions (see this section, April 19), has a new executive team. Richard E. Riedel, executive vice president, steps into the chaaman of the board post, and senior vice president John J. Natale assumes the post of president. Both were among the founders of Teletape H years ago, Robert Spicer, a board of directors member, is now its new treasurer.

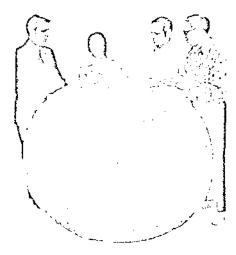


Riedel



Stronley

At Computer Image, each of its three production facilities will have it own manager, with one of the three responsible for the total structure. CI vice president Bub Vogel will manage its Los Angeles company, while Sam Kondrick, also a vice president will head the Denver branch for the middle America states. And Allan Stanley, president of Dolphin Productions in New York, a division of CI, in addition to topping the East Coast facility, will serve as executive an charge of all the



Mrs. Dorothy Anthony, maring service director, accepts the ball of yarn from SCV staff members, left to right, Quentin Anderson, Mariay Crayen and Evin Varner.

# The yarn about a ball

When shooting finished on a television commercial being filmed for Loopeo of Wichita, their agency, Shotwell, Craven, Virner, was faced with a problem of what to do with a 15-1001 half of varioused in the commercial.

After numerous inquiries by the agency it was decided to donate the four and a half miles of blue yarn to the patients at Charlotte Community Hospital.

### Ailes into commercials

Roger Ailes, former executive proslucer of the Mike Douglas Show, and a political commercials producer best known for the 1968 Nixon presidential campaign, is extending his operation to include product commercials.

In setting up the new division, Ailes maintains that product spots are not the same as those for poli-



175

tioning Dispursing with too Mo-

colories. Lee Harrison III. A Reproduced at the Richard Nixon Presidential Library of the board, has a new over the following president of the composite president of a set of the Nixon colors.

that the same techniques us stan selling a candidate cannot be employed in selling soap.

"An advertiset, for his notial campaign," Ailes says, "can rely completely on the media to promote his product. Candidates, however, must blend their compagns with debates and personal appearances. A spot campagn can go just so has "Following the release of the book fin which Vice is named to greatly), the press, he says to explaced the packaging of an old does. By to me this, he missis "they to detestionate the much gence of the people."

"If the public wasn't so discriminating," he commines, "so many products wouldn't full every year."

In launching the new coamiercials department. Ailes is placing particular emphasis on video tape, although he will be libraing many of his spots Because of the inherent speed needed in running commercials for a polytical campaign, the producer has developed an expertise with video tape commercials production, which he will carry over into product adventing.

As part of the commercials operation, Ailes has brought in Vincent Scarza as a producer director. His background metudes both commercials and program work in tape and film, Among his commercial credits are spots for Schrafti's (Underground Sundaet, Shell Oil (Answer Man), Ford (Rocky Grazamo), Third National Bank of Connecticity, Enestone Lines, Bell Telephone, Yellow Pages, IBM, GAF, Arlen Department Stores, Plus White Toothpaste and Linst Northernal City Bank.

First product commercials to be handled by Ailes is a campaign for American Motors and spots for Acrobat. Shoes, and the Commonwealth Bank of Detroit.

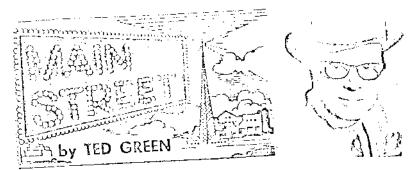
# RCA rolls cartridge units

RCA is shifting into high pear with production of its TCR 100 broadcast tape cathadge recorder player. In addition to the unit in operation at WDCVIV Washington, it is shipping seven us to machines. RCA would not disclose the number of orders wasting to be filled.

Stations that have or are about to receive the TCR 100 are wires to vince: Bac wwi it New Orleans, which it Wekes Barre, a fest of the State of the William William Company of the Party of Western Company.

# BACKSTAGE

Friday, April 30, 1971

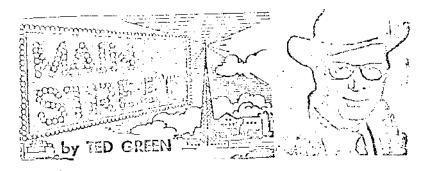


... Like we tole-ya, keep yer-good-eye on Roy : A.les & Associates; Bob McCullon, twient manager for the outil J. Alied off a minor coup by signing the hottest "IN" coincidy team at a 1, and we do mean "HOT." Gannon and Gerstenblatt (dats the real see) so far they've had finited video exposure, but are playing t borsch belt (mountains-to-you). The team is get Las Vegas, Rob McCullob is through in deals w. cies who want to sum them. TV is in dire need t is the chance for any smart sponsor or network give the TV public what they have been yelling COMEDY. The STETSON'S OFF To You Bob the callers regarding astrologist Dec (go-jus) should have her own show.

audiences in the oir act rendy for top talent agena comery, so here t on the ball and FRESH, CLEAN Jany thanks to all it. We agree, She

# BACKSTAGE

Friday, April 30, 1971



Georgia Malick appointed Director of Marketing for Celebrity Commercials for RA&A (Roger Ailes & Associates). Keep yer-good-eye-on this nice guy Reger Ailes. He is not only one of the industry's top producers but a great business man. Miss Malick was formerly international spokeswoman for Singer Company. Busy Alice Playton is doubling between her off-Broadway rock musical, "The Last Sweet Days of Isaac," and Cannon Film's "Who Killed Mary What'ser Name?" in which she co-stars as Red Button's daughter.

# For the

★ No other advertisers to compete with

Reach a 100% SHOPPER audience

\* ₩

Choose the geographical

areas you want

Choose the chains you want

\*

Reproduced at the Richard Nixon Presidential Library

Run your ads on one side or both sides. Up to 3 colors

Choose the weeks you want

Agency Commissionable

\* \*

For Complete Details On "Ad Bags"

Call, write or wire Sidney Ascher, President,

inc. 225 West 57th Street, New York, N.Y. 10019/(212) 757-9844

Sylvia dia buyer at Ho-Goodfriend, Lucky

rington, stands radio Prizes include a stereos and 2 resurrounded by station KFWB. able sets, radios, ΞĠ nig-Cooper-Har contest sponcolor tv, two port goodies she won ក "Walk on Air" sored by

Jane de Jonge, whose art adorns the office of her husbar L. M. de Jonge, vp-international, Dreher Advertising, New York, will in exhibition of her paintings, drawings and collages at the Green. frigerator,

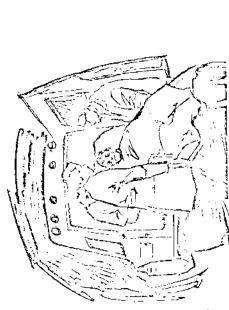
Tying the knot April 3 were Celesta Throndson, art directoring Embryonics New Product Workshop, New York, and Karl Society in Greenwich, Conn...

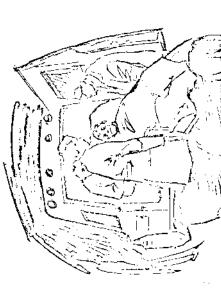
Ed Labs, prexy of Conklin, Labs & Bebee, Syracuse, didn't Although he went off to Hawaii to work on his Ph.D. strom . . .

film centered on the My Lai massacre. Richard is now working on is on the New York Times editorial staff, wrote the script for "C Day in the War," which won as best documentary short subject. name, as he had a winner right in his own family. Son Richard, Watching the Academy Awards show was an especially exerting perience for Moe Hammer, head of the Hartford agency been book about Lu Calley . . .

If Dobbs Advertising vp Bruce Janklow looks doubly inspire these days, it's because his wife presented him with twin daughters. Jill and Marnie, in New York's Lenox Hill Hospital April 23

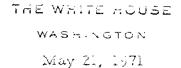
Pretty Geogra, Malick, director of markeding for celebrity commit communications field. The former Miss New Jersey species in cials, Roger Alles & Associates, New York, is uniquely stated guages . .





	WASHING	· 6-14	
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FROM:	JON M.	HUNTSMAN	
FYI			
Comment _			
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THE WHITE HOUSE



Mr. Roger E. Ailes REA Productions, Inc. Saite 7F 888 Eighth Avenue New York, New York 10019 Dear Mr. Ailes:

In order to facilitate your accommodations during your consultation visits to the White House, as a White House Consultant, we have set aside Room 175 for your utilization on these occasions. This room is adjacent to the President's Office in the E.O.B. and will have sufficient secretarial assistance during your stays. Would you please notify my office four to five days in advance, if at all possible, of any trips or visitations to the White House in order that we may insure that the office is free and that you will have the necessary secretarial assistance to accommodate your official business requirements.

Please let me know if I can be of assistance to you during, or prior to, any of your visits to Washington.

Most Sincerely,

Jon M. Huntsman
Special Assistant to the President

Did you + Jento
Shuntman - 6/10

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from funtsman

to ailes is

received

44- Tabled

THE WHITE HOUSE GOODS

TO: Date LULY

BRUCE KEHRLI

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#### THE WHITE HOUSE

WASHINGTON

June 2, 1971

Dear Roger:

Thanks for your note of May 28, 1971. Jon Huntsman, as the Staff Secretary, had been instructed to have offices available for you for consulting work. I am glad to hear that he notified you.

I wish you the best of luck in your new political trouble shooter role. I am sure you will do an excellent job.

With best wishes,

Sincerely,

H. R. Haldeman Assistant to the President

Mr. Roger E. Ailes President Roger Ailes and Associates, Inc. Suite 7F 888 Eighth Avenue New York, New York 10019



May 28, 1971

ø

Mr. H. R. Haldeman Chief of Staff The White House Washington, D. C.

Dear Bob:

Yesterday I received a letter from Jon M. Huntsman, Special Assistant to the President, at the White House offering to accommodate me with an office when I'm in to do consulting work.

I just want you to know that I appreciate it and I am very happy to know that our relationship is to continue. As you know, my personal and professional loyalty is with the President and I want to do everything I can to help get him re-elected in 1972.

As you pointed out, Bob, I have become somewhat of a political animal now as well as a media adviser and I think this does give me some added strength and in some ways makes me a double-threat man. I was used by Westinghouse Broadcasting as a trouble-shooter in trouble program areas and I think I could serve the same role politically in some of the states where we have problems. I just thought I'd mention that for you to keep in mind. Because I'm known somewhat now by political people, I always can find other reasons on the surface for being in a state.

Thanks for your confidence in me. I hope to see you soon.

Best regards,

Roger E. Ailes

President/

REA/lam

The White House

WASHINGTON

Date June 9, 1971

TO:

JON HUNTSMAN

FROM:

BRUCE KEHRLI

What are you going to do on this? Please let me know so that a response can be prepared for H.

Thanks.

Bo



ROGER AILES & ASSOCIATES INC. 888 Eighth Avenue. Suite 7F New York, New York 10019 212-765-3022

May 28, 1971

Mr. H. R. Haldeman Chief of Staff The White House Washington, D. C.

Dear Bob:

Yesterday I received a letter from Jon M. Huntsman, Special Assistant to the President, at the White House offering to accommodate me with an office when I'm in to do consulting work.

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Thanks for your confidence in me. I hope to see you soon.

Best regards,

Roger E. Aile

President

REA/lam

N STRACHAN

Y

3/25 Lto To H M

3/25 Lto To

April 3, 1971

NEMORANDUM FOR:

GORDON STRACHAN

FROM:

L. HIGBY

Will you please follow-up on the attached note from Ailes. I talked to Bob and he indicated that this project should be paid for by John Mitchell, so if an invoice comes in to Huntsman or someone, make sure it is

forwarded over to Mitchell for payment.

LH:kb

#### THE WHITE HOUSE

Thanks for sending this by. I'm glad he liked it. As you know, our first choice for location was the Residence. However, I felt the Blue Room looked well on camera and I was satisfied with the setting. The Library would have been too formal for this type of discussion.

ROGER AILES & ASSOCIATES, INC. 888 Eighth Avenue, Suite 7F. New York, New York 10019

Mr. H. R. Haldeman Chief of Staff White House Washington, D. C.

Dear Bob:

I just wanted to let you know that I caught most of the interview Barbara Walters did with the President last Thursday night. I thought it was done very well and the President has never come off better. It was low key and warm and although Barbara didn't stick strictly to questions about Mrs. Nixon, apparently she was urged to stray off the subject by the President. At any rate, NBC seemed to present it very fairly and mentioned several times that the President himself said no restrictions and understood that her role as a good reporter was to ask good questions.

As I have said in many previous memos, I feel that he should do more of this kind of interview and as I said, the first time we discussed Barbara Walters, she would be fair and sincere in her approach. I do think the interview could have had a little more intimate setting than the Blue Room. Perhaps a smaller room, the library, or even up in the living quarters. This would only add to the "warmth" of it.

I guess Larry has filled you in on my conversation with Evans at the National Committee. I'll keep in touch with you on that. See you soon.

regards,

ROGER E. AILES

President

REA: his

Moar Borer:

Think you very much for your note of February 12. With regard to James Humes, I suggest you check directly with the people over in the Speech Department, i.e., Buchanan, Price, etc. I think there was some abrasion there but I'm not exactly sure what the situation is and would hate to comment with the lack of real knowledge.

I think if you give our people a call over there they will be able to fill you in with all the necessary details.

Best regards,

Sincerely,

(5)

Lawrence M. Higby Administrative Assistant to H. R. Haldeman

Mr. Roger E. Ailes President REA Productions Inc. 832 Dighth Avenue Suite 7F New York, New York 10019

LH:kb



PRODUCTIONS INC. 888 Eighth Avenue, Suite 7F, New York, New York 10019

New York 212-765-3022 Washington 202-544-6449

February 12, 1971

Mr. Larry Higby Assistant to the President The White House Washington, D. C.

#### Dear Larry:

Thank you very much for your help with the Republican National Committee. I met briefly with Tom Evans before I left town. He said that he needed another ten days to get things organized and would like to talk with me again at that time. He indicated there would be no problem with working out some kind of a consultancy. I'm putting together an outline for him of services we provide and some of my ideas. I'll send you a copy. One of the reasons I wanted to move so quickly on this is because I have been getting a lot of calls in the business about my being out at the White House. Enclosed is an article from "Variety" about Carruthers which apparently got pretty good circulation. Its understandable and to be expected, but it does raise eyebrows in some corners of my business so if I can say that I am working with the National Committee and am still with the White House, it will be very helpful to me professionally. I'm going to attempt another meeting next week with John and Martha Mitchell to discuss that I saw her on "The Today Show" and I am more convinced than ever that this program should be done and would be very helpful to the administration.

I saw Senator Dole on one of those Sunday afternoon shows a couple of weeks ago and he definitely needs some work. He was reading teleprompter and it seemed like a new experience for him. Also his makeup was awful, his beard much too heavy and his eyes looked bad. Since he is going to be our spokesman I really think something should be done quickly but I don't want to step on any toes in telling him this.

By the way, can you quietly get me a reading on a fellow by the name of James Humes from Pennsylvania? Apparently he works in the State Department and has done some speechwriting for the President as well as other important members of the Nixon administration. I am considering hiring him for my company but would appreciate some feedback on him from your end. Larry, if there is ever anything I can do for you, don't hesitate to ask.

Best regards,

Roger E. Ailes President

REA:hjs Encls.

## THE CHAM REPORTER -

## Bob Hope Returns To Oscar Show

Bob Hope is the first of the "Best Preends of Oscar" to be announced as participating in the 43rd Annual Awards Presentation Program of the Academy of Motion Picture Arts and Sciences. Announcement was made by Robert E. Wise, producer of the show. It is Hope's 16th Oscar show.

Oscar's "Best Friends" will present the owards to the winners at the Awards April 15 at the Pavillon.

## COLLEGE DISTRIB —

(Continued from Page 1) to participate. We take no distribution fee out split 50-50 after expenses

Satzman formerly was Paramount assistant general counsel in New York and worked in various phases of home-office operation. He tried to sell the company his idea on compus concerts but got nowhere, hence he got into it on his own.

He plans two more exchanges but no more, feeling five should be the limit with today's shipping facilities and transportation.

and norsplantation.

E.Y.R. gets a minimum guarantee of \$250, "a true figure to cover out-of-pocket expenses on each booking, against a minimum of 50% of the toky.

To handle 600 schools takes two to three years, and these include high

# -Coast-to-Coast-

One of the reasons Chevrolet is so high an spansoring a Barbara Eden scries next season, you can bet, is that whopping 53 share and 36.8 rating on the overnight ratings in New York. . . . Mike Witney is the man producer Jerry Spicer wants to grab to co-star with Bob Conrad in Jerry's indie pic, "The Western Man," rolling sometime before the summer. Hangup is NBC's decision on whether or not to pick up Mike's pilot, "The Catcher." Pickup date is March 15. . . Although Tennessee Ernie Ford's spec that taped this week-end Golanka wilf also guest. . . . Diahann, incidentaliy, will give two of the numbers Anthony Newley spec. . . Tolking about "Willie Wonka" reminds us of David Wolper's remark recently. "Movies are all right, but I prefer the fast pace of TV, and constantly meeting new people." So think about that all you producers with have the Smothers Bros, and Danny Thomas as guests, with 27 songs on the roster, it should wind up like a hit parade. Diaham Carroll and Arlene from "Willie Wonka and the Chocolate Factory" their first national airing on the COMING UP SHORTLY. ... Like within the next two weeks, you can expect an announcement from the CBC Production company - that a Biake Proudly We Hail" relationship with other Frank properties, specifically "The Salesman," . Congratulate the Tony Franciosas. They're expecting right now..... Glen Campbell's producer, Jack Shea, is now negatiating with Moscow TV for Glen to do a spec from Russia..... CoBurt's Pierre Cossette and Burt Sugarman are talking with Jerry Frank about parloying their "Si Edwards, Harold Robbins, Alden Schwirrmer and Bruce Geller's cutfit —tha they'll be expanding their feature for TV deal with ABC to include yet anothe network. The deaf will also include a series. Geller is working on three series that see TV a stepping stone. HERE'S HOW IT'S DONE. In these times of economic strife. We luncked with Pat McDermott, head of Patrick Enterprises recently who rapped off enough upcoming production to turn the heart of any studio chief. This year, Pat's company will do 26 half-hour entertainment docs an everything from sex to sports. "We even have an eight-year-old revolutionary set for one show," Pat said. There'll also be shows in this 26 segments on the new cinema and one on car wrecking, one of those new sports that's fast becoming a craze. "We'll do the shows on location for syndication," the busy lady said. "We've've've

### President Nixon Names Carruthers Consultant

Bill Carruthers has received an appointment from the White House as special consultant to President Richard M. Nixon on television Carruthers will commute to Washington as required.

## udy Brown Starts 2nd Filipino Film

The Playpen," rolling here Today, produced by Cirio Santiago, directed by Jerry DeLeon and written by Jim Waskins and Dould Ostenbut.

Warking and Conference Property Plantage ("Playpen") in Miss Brown's second film for New World, First was "The Big Dollhouse," also shot here.

## GRAMMYS —

(Continued from Page 10)
Mahler: Des Krahen Wunderkern, Christa
Ludwig & Walter Berry, Berristein cond
the New York Philharmonic.
Mahler: Kindertotenheder, Wagner: Wesenderek, Lieder, Marilyn Horre Herry,
Lewis Cond.
Mozert & Strauss Anias, Bevery STE,
Ceccado cond. London Philharmonic Orthon
Prima Donna Volume (1), Leorityne Price
Prima Donna Volume (1), Leorityne Christiania

Edward Downes cond London Symptomy Orth.
Schubert, Lieder, Dietrich Fischer-Dies kau (Gerald Moore, accomb.)
Choral Performance Other Than Operal (Grammys to the Conductor and Choral Investor)

(Grammys to the Conductor and Chorse Directors)
Haydo: The Creation, Herbert you Karelian cond, Berlin Phithamonic. Reinhold Shimmid and Helmot Froschäuer cond. Virona Shimmornes.

Singverien.

Singverien.

Just New Music of Charles Ives, Greggismith cond Greggismith Singers and Columbia Charles Ensemble.

Jumbia: Das Klagende Lied. Arthur Gid-Mannier: Das Klagende Lied. Arthur Gid-Mann. cond. London. Symphony. Orchestral.



Wednesday, February 10, 1971

#### New Vigor For Mike Douglas Show After '69-'70 Dip; May Hit The Road

"Mike Douglas Show" has been making a comeback. Still one of dramatically too. The strip was No. is that the 90-minute strip had gone into somewhat of a rating skid during the 1969-70 season—bad enough to locate the strip and locate the season—bad enough to locate the strip was no into somewhat of a rating skid during the 1969-70 in adults in 7400 of the markets (from 29% the previous year). No. the sturdier staples of firstrun synseason—bad enough to lose it around 35 peripheral markets.

Group W Productions has since carefully nursed it back to health. and the Douglas strip hit the big numbers again in last November's ARB sweeps. Now it's in clover again with a syndie lineup of around 100 markets.

Group W Productions prexy Dave Henderson hopes to travel the show during 1971, the economy permitting. Definitely set is a stint in San Diego, possibly to be followed by originations from Hawaii, Miami and the Bahamas.

Whether or not the show goes on the road, however, Henderson is satisfied that the Philadelphiabased talk-variety strip is back in gear. In the November ARB sweeps ithe show's best rating per-formance in many Novembers) Douglas was No. 1 in his time period in homes, adults and women in nine of the top 10 markets. This compares with the previous year when it was first with homes back to life.

Strange to say, perhaps, the and adults in five of the top 10, and first with women in seven of

the top 10.
In the top 25 markets, the (from 58% the previous year), and No. 1 in women in 78% (vis-a-vis 67% in November 1969). A similar pattern of improvement was also reflected in the top 50 markets where, according to the November sweeps, Douglas was first in 51% of the markets (vs. 31% in '69), with corresponding gains in the demographic areas.

Henderson attributes the slippage of the past partly to the natural fatigue that besets longrunning shows and partly to the loss of Roger Ailes as producer. Ailes had left to work on President Nixon's television campaign during the 1968 elections. Two producers came and went after Ailes, with considerable staff juggling in the process, until Henderson landed Eric Lieber as producer. He had heen producer of Dick Cavett's old morning strip on ABC. Lieber has been at the helm the past two years, and under his hand, Henderson maintains, the show has come

The White House

WASHINGTON

Date:

To: 

From: Bruce Kehrli

NO Deel Port To

See - Fy I.



PRODUCTIONS INC. 888 Eighth Avenue, Suite 7F New York, New York 10019

New York 212-765-3022 Washington 202-544-6449

February 9, 1971

CONFIDENTIAL

Mr. H. R. Haldeman Chief of Staff White House Washington, D. C.

Dear Bob:

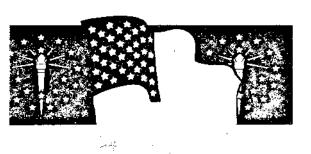
Just thought you might be interested in these notes that were sent to me following the campaigns that I was involved in this year. I worked my tail off but by and large I think we were pretty successful. See you soon.

Best regards,

Roger E. Alles

President

REA:hjs Encls.



#### INDIANA REPUBLICAN STATE CENTRAL COMMITTEE

111 N. CAPITOL AVENUE · INDIANAPOLIS, INDIANA 46204 · TELEPHONE (317) 635-7561

State Chairman
BUENA CHANEY

November 10, 1970

Mr. Roger Ailes, President R.E.A. Productions, Inc. 488 8th Avenue New York, New York 10019

Dear Roger,

Now that the dust has settled somewhat from last weeks election, I wish to extend to you and Bob Alshouse our sincere thanks for your talent and efforts during the campaign. All of those who came in contact with you and Bob throughout the campaign have had nothing but praise for your contribution to the campaign.

I would predict nothing but success for your program for the politically effective use of television. The field of political television is obviously one of only limited talent and your firm appears to have a near monopoly on that.

Again, Roger, our thanks for the dedicated assurance you gave us in the 1970 Indiana campaign. I look forward to seeing you again.

Yours sincerely,

BUENA CHANEY State Chairman

BC:dd

Reproduced at the Richard Nixon Presidential Library



#### Republican for U. S. Senate



Wyoming all the way!

October 26, 1970

Mr. Roger Ailes 888 - 8th Ave. New York, New York

Dear Roger,

Thank you very much for coming to Denver last week to help us on our T.V. As both Jane and I left the studio after the session we wished that we had had you involved in our whole television operation. It would have been a different type of campaign.

When we are back in Washington or up in New York sometime. I hope we will have a chance for a visit.

With grateful thanks for your help.

Sincerely.

John S. Wold

JSW/ss

#### Congress of the United States

#### House of Representatives

Washington, D.C. 20515

December 12, 1970

Mr. Reger Ailes 838 Eighth Avenue New Yerk, New York

Dear Roger:

Many thanks to you and Don for your congretulations. Your contribution to the camuaign was greatly appreciated and led to its success.

Now that I have the great honor of serving in the Senate, I hope to continue to merit your support.

Best wisces. I hope to have the opportunity to see you whenever you are in Washington.

Sincerely.

Robert Taft, Jr.

RTJr:vcm:mpa

Club - miam - where gleavon + I are taking a few days off -Excuse Per STATE OF WISCONSIN OFFICE OF THE LIEUTENANT GOVERNOR JACK B. OLSON LIEUTENANT GOVERNOR The election is over and frankly lincumstances beyond control affected The esulto - The last Yhru your and was pprecentise of the fline Ifin you head for Efforts w my Reproduced at the Richard Nixon Presidential Library

Weittent Palm Be

for Enguerin Therey's and I han 550,000 Votes ahead of our U.S. Sante Condidate - mt 2 8 Le Votal Vote of 1.4 million - however still lost by 130,000 Votes and that is The Key fact. Hope to have Cleance to see you and all of your shaaring ut in Somekey At review- The Champings also have a few suggest ions for President for 1972 -

#### McDonald Davis Schmidt Inc.

ATT EAST MASON STREET, MILWAUKEE, WISCONSIN 53202 - AREA CODE 414 1773 7500

November 13, 1970

Mr. Roger E. Ailes President REA Productions, Inc. Suite 7F 888 Eighth Avenue New York, New York 10019

#### Dear Roger:

Just a final note to express to you my great appreciation for the professional skill you brought to the Olson campaign and to let you know how much I enjoyed the opportunity of working with you and getting to know you. The performance of you and your company was everything we hoped it would be and was a valuable contribution to our entire effort.

I look forward to opportunities to work with you and to continue our personal friendship as time goes on.

Cordially,

Charles O. Davis



#### The State of Wisconsin

#### OFFICE OF THE LIEUTENANT GOVERNOR

MADISON

53702

November 17, 1970

HOME ADDRESS: 834 Meadow Lane Wisconsin Dells 53965

Mr. Roger E. Ailes, President REA Productions, Inc. 888 Eighth Avenue, Suite 7F New York, N.Y. 10019

Dear Roger:

I want you to know that all of us who have supported Jack over the years very much appreciate the help -- and the friendship you gave Jack. His improvement in media usage was remarkable to all of us.

Personally, it was a great pleasure to know you even briefly, and I trust we will have further opportunities to work together in Wisconsin politics.

If any of your people want to vacation at the Dells, please drop me a note in care of the Olson Boat Company, and I will bring it to Jack's attention at once.

Sheile Whaley

sla



REFD COLEMAN, CHAIRMAN VIV. 10 (1971). 10 (1

TELEFORE ETTATES AREA CERTO

November 10, 1970

Mr. Roger Ailes, President REA Productions, Inc. 888 - Eighth Avenue, Suite 7 F New York, New York 10019

Dear Roger:

What isn't meant to be usually doesn't happen, and I have somewhat of that feeling about the result last Tuesday.

I wanted to express my thanks to you and most particularly to tell you that I enjoyed the opportunities that we had to spend together and to express my admiration for your talent and capabilities.

When you are out our way under less hectic circumstances, let me know ahead of time. Love to have you join us for dinner or at least for lunch.

Please give my regards to Ed Simmons and all those who worked on production.

Sincerely,

Reed Coleman State Chairman

RC:pm



#### EXECUTIVE CHAMBERS HARTFORD

February 2, 1971

STATE OF CONNECTICUT

Mr. Roger Ailes
Mr. Ed Simmons
R. E. A. Productions, Inc.
888 - 8th Avenue
Suite 7-F
New York, New York 10019

Dear Roger and Ed:

I am pleased to enclose herewith autographed photos "for your scrapbooks". I hope they will be a pleasant reminder of our sessions during the campaign.

Reflecting back on my campaign, I realize how fortunate I was to have the benefit of your expert advice. It was certainly a pleasure to work with you both. The results of the election must be indicative of your qualifications.

Kindest regards.

Sincerely,

GOVERNOR

TJM/as Enclosures





PRODUCTIONS INC. 888 Eighth Avenue, Suite 7F New York, New York 10019

New York 212-765-3022 Washington 202-544-6449

January 28, 1971

Mr. Larry Higby The White House Washington, D. C.

Dear Larry:

Thanks for all your help recently getting information I needed. I'll be in California till about February 8th. I'll call you as soon as I get back to discuss our procedure with the Republican National Committee and my meeting with Senator Dole to work out a contract.

I will let you know as soon as I get the answer on the Martha Mitchell show, but I do appreciate all your interest and help. You better be careful or you may turn out to be a television producer.

Best regards,

Roger F. Ailes

President

REA:hjs



PRODUCTIONS INC.

E DONNERS TO SECOND

SCAULA DE STATE SERVINGER ORS. S. F. ALICA SERVINGER ORS.

Mr. Larry Higby The White House Washington, D. C.

Bol I there is part #1 that we discussed. The day by day 1971-2 schedule is in the best I need more time on it. Let me know what to
go chead on agarding
this post.

#### THE WHITE HOUSE

WASHINGTON

July 9, 1970 9:00 A.M.

MEMORANDUM FOR:

Chief Com The

H. R. HALDEMAN

VIA:

DWIGHT L. CHAPIN

FROM:

STEPHEN BULL

RE:

Roger Ailes Comments on President's TV Discussion

Roger Ailes called yesterday afternoon and suggested that I might wish to pass on to you his comments concerning the President's televised discussion last week.

It was his opinion that the broadcast was generally successful and fulfilled what he interpreted to be the purposes and goals. However, Roger felt that the studio setting was undesirable and placed the President at a disadvantage. Additionally, when doing something in a studio, we have very little control over the arrangements. In the future, and Roger recommends that the President does another discussion such as the one last week, perhaps this time on domestic affairs, Roger recommends that we do it either in the Residence in San Clemente or from the Residence here in Washington.

As an adjunct to the general subject of television advice, Roger recommended that, in the absence of hiring a permanent television advisor, Tim Elbourne be sent out to California to work with Roger for a few days, thus permitting Tim to acquire additional experience in the technical areas.

Reproduced at the Richard Nixon Presidential Library

July 3, 1970

CONFIDENTIAL

Mr. Jeb McGruder Staff Assistant The White House Washington, D.C. 20025

Dear Jeb:

Enclosed is a memo which I received from Jim Condas regarding the aborted TV show a couple of weeks ago. I think it was probably better that things worked cut this way.

If you decide to go ahead with something like this at a later time, be sure to let me know as far in advance as you can and we'll try to put it together. I have worked with Cordes on and off over the last ten years and have great confidence in him.

Best regards,

Roger E. Ailma President REA Productions

REA: SO

Enclosure

cc: B. Haldeman

ADIATION TO BE AN ADIATION OF MARKING BUT NARA Date 3/13/96

CONPERMIAL

June 22, 1970

MEMORANDUM FOR H. R. HALDEMAN

FROM: LARRY HIGBY

I met with Bob LaPorta (Ailes' first recommendation for the TV man) and agree with Chapin's recommendation that we should look for someone else. I believe LaPorta is a lot better than Bob Knott, but feel that his manner is one that may be difficult for people on the staff to work with. He's a bit too smooth and lacks some of the depth that I think you desire.

I talked to Ailes the other day and he suggested a counterproposal that you may wish to consider. For an appropriate
retainer fee, he would guarantee either the availability of
himself or Ed Simmons for any major Presidential appearance.
The day to day stuff could be handled by Tim Elbourne and Ailes
would train Elbourne. Some details would have to be worked
out as to who Elbourne reported to or what the reporting relationships would be, but essentially it would give us an updated TV
capability here with a minimum of additional problems.

I personally don't feel that this is the correct solution but it may be an interim solution worth trying. In the meantime I would recommend that I instruct Ailes to work in finding another person to handle the TV assignment and at the same time set up some retainer fee so that we can be guaranteed of either Ailes or someones availability for any particular event.

Agree	Disagree
-------	----------

LH:pm

cc: Dwight Chapin

#### THE WHITE HOUSE

Mt tolder ter

February 20, 1970

MEMORANDUM FOR H.R. HALDEMAN

FROM:

LARRY HIGBY

SUBJECT: TV Man

Attached are Roger Ailes' two recommendations for the television man to be based here at the White House. Roger is strongly sold on the first individual and Dwight agrees that he is probably the best guy to serve.

Recommendation: I would recommend that this man be brought down and interviewed by both Chapin and Ziegler. If he appears to be appropriate, he should then come on in and see you. If you agree we'll set this up with Ailes and probably program it for some time on Monday.

Agree

Disagree

Attachment



#### ROBERT LOUIS LaPORTA

I know Bob LaPorta best of all the people I interviewed, although I haven't worked with him for over a year. I think he would be good for the TV assistant job for the following reasons.

- He has had the experience of major market directing and national programming to be technically competent and still have some creativity.
- 2. He has worked around "big names" and is unusually good at getting along with temperamental people.
- 3. He is very sincere, honest and loyal but will disagree if he feels strongly about something.
- 4. He has worked as an assistant to me in the past and knows the demand for long hours and few mistakes.

I feel I'm being pretty objective about Bob and these are some possible question marks:

- 1. He has not had a great deal of film experience recently and might have to brush up a bit.
- 2. Because of his "low key" even temperament it is sometimes possible to steam roll over him.
- 3. His family has been Republican but Bob leaned to the Democrats in college. He's an independent now and feels President Nixon is doing a pretty good job. If he took the job I believe he would be completely loyal to the President.
- 4. As an Associate Producer of the "Mike Douglas Show" he is probably making \$18,000 - \$22,000 per year

and would need that much to take the job in Washington.

My first choice for the job would be Bob--partly because I know his work.

ROBERT LOUIS LaPORTA 23 Pennant Lane Willingboro, New Jersey Telephone: 609/877-1843

#### PERSONAL DATA:

Birthdate: April 4, 1941 Marital Status: Married

Children: Carolyn 5, Robert 4, Richard 2

#### EDUCATION:

Bachelor of Fine Arts, Carnegie Institute of Technology, Pittsburgh, Pennsylvania--1963-1966. Major: Directing/Television/ Drama-several courses in lighting and makeup.

Activities: Industrial Films, 1964

President and Artistic Director, Chancery Lane Players, 1965

Acting Classes (Instructor), 1965-1966

University of Scranton, Scranton, Pennsylvania--1959-1962. Major: Psychology

#### EMPLOYMENT:

"The Mike Douglas Show" -- ninety-minute daily variety program syndicated by Westinghouse Broadcasting Company to 184 cities.

1967-1968 Back-Up Producer to Roger E. Ailes

1968-1970 Associate Producer--Responsible for briefing Mike Douglas on each day's activities. Also responsible for three guests per day, what they do, what they talk about, how to present their best side, how they can make themselves and Mr. Douglas feel completely confident in each day's shooting.

Worked with wide variety of guests, i.e.

Rogers Morton
Governor Raymond P. Shafer
William F. Buckley
Mrs. Lloyd Bucher
Bob Hope
Willie Mays
Ethel Merman
Lucille Ball

Douglas experience included two full weeks of remote shooting--one week in Florida's Cypress Gardens, one week LIVE in Baltimore's Morris Mechanic Theater--several film segments--Back-Up Director for more than a year--several prime time specials.

KDKA-TV--Producer-Director, Pittsburgh, Pennsylvania-- 1966-1967. Extensive public service and news work.

Assignments: Director/daily and weekend news,

Control room coordinator for the network/Pittsburgh Pirates and Steelers,

Control room coordinator/November, 1966 election night,

Films Produced and Directed:

"Double Dealers"--an expose of dishonest businessmen in Pittsburgh. Produced in cooperation with the Pittsburgh Better Business Bureau.

"Debbie" -- a half-hour documentary produced for the National Safety Council -- featured Howard Pyle, President of National Safety Council -- several commercials for the Council also produced.

"Speech, Speech"--Clarence Darrow's plea for mercy in the "Leopold and Loeb Case".

"Summer in the City"--a taped program exploring the generation gap in Pittsburgh.

"Save the Playhouse"--a series of filmed commercial exhorting the citizens of Pittsburgh to prevent the closing of the Pittsburgh Playhouse-- (Playhouse remained open several more seasons as a result)

"The First Hundred Years" -- a filmed exploration of the oldest Presbyterian Church in Pittsburgh.

Reproduced at the Richard Nixon Presidential Library

## Continued Page 3

Extensive remote work--including the consecration of Cardinal Wright's auxiliary Bishop.

Associate Producer, "Sports Contact", a telephone interview show.

June 18, 1970

Dear Roger:

Ad did a good job and I appreciate your comments in regard to the overall presentation last week.

I have asked Harry Dent to take a look at your consultant contract with the Committee, but can guarantee no action one way or another. I think it is best that you get in touch with Harry directly and see if something can be worked out.

Larry informs me that things are going well in L.A., and Lam glad to know that. Apparently you and Larry discussed another proposal for working out our TV man situation down here. It will take some time to consider this but it may be a possibility.

Best regards.

Sincerely,

H.R. Haldeman Assistant to the President

Mr. Floger E. Ailes
Fresident
REA Troductions Inc.
888 Eighth Avenue - Suite 7F
New York, New York 10019

bcc: Harry Dent with attachments





PRODUCTIONS INC. 888 Eighth Avenue. Suite 7F New York, New York 10019

New York 212-765-3022 Washington 202-966-1411

June 8, 1970

Mr. Robert Haldeman Assistant to the President The White House Washington, D. C.

#### Dear Bob:

I trust everything went well with Ed Simmons last week. If you have any suggestion on this please send them along. Ed is a good man and I trust him. I took a few notes on the speech which I'll enumerate below:

- 1) I watched the speech on a hotel set so the color wasn't perfect. Therefore, I can't be too sure of the make-up job. His eyes seemed a little dark to me, but I'll review this next time I'm in the White House.
- 2) I watched CBS and Dan Rather ran over the visual part of the President's introduction, but this was out of our control.
- 3) There were a couple of noises during the speech which sounded like he hit the microphone. Maybe it was placed too close. I'll review this with WACA.
- 4) The President did not use the handkerchief during the speech and the director stayed on the close up much too long. It made him look a little like he had a runny nose. When I'm there I can talk him into the handkerchief and talk the director into backing out to a medium shot after the first five minutes. Our full time TV assistant, if we ever get one, will be able to establish this kind of rapport.

This may not be worth mentioning and I'm not sure anything can be done about it, but I want to point it out anyway. In delivering every speech the President seems to take special pride and places strong emphasis on the low casualty and combat death rate. I feel that this is a mistake. In my opinion he should mention those things incidentally, since most Americans, including the strong Nixon supporters, can not be happy about even a single casualty. The very thought of combat casualty is not acceptable to most. Also, he reminds too many people of former President Johnson's emphasis on the death rates during increased escalation. The President should be less like a General and more like a concerned parent at these times.

Bob, for the past year my company has had a small consultancy contract of \$12,000.00 with the Republican National Committee. Enclosed is a copy of the letter I received from Jim Allison canceling our contract. This will mean I will be in Washington even less in the following year. I have a rather extensive file of specific help and advice we've given many republicans under this contract. Can you advise me if there is any chance of getting it renewed?

How are we coming on Bob Knott or Bob Laporta? You can contact me at any time in the next few weeks at KTLA or the Hollywood Knickerbocker Hotel in Hollywood. A private line in my room for evening or early morning calls is 213 456-0556.

Best regards,

Roger E./Ailes

President

REA:gw Encl.

cc: Dwight Chapin



Jim Allison, Jr. Deputy Chairman

May 25, 1970

Mr. Roger Ailes R. E. A. Productions, Inc. 888 Eighth Avenue, Suite 7F New York, New York 10019

Dear Roger:

Because of some severe budgetary problems, we are having to cancel most of consultant contracts when they are up for renewal. This necessity regrettably requires me to inform R. E. A. that the Republican National Committee cannot renew its contract upon the expiration date of July 1, 1970.

Please know that we have been fully satisfied with R. E. A.'s services and only regret that we cannot renew the contract. When I see you personally I'll explain in more detail.

Best personal regards.

Sincerely,

im Allison Jr

≃Deputy Chaifman

cc: Cordon Wade

JA/mm

P.S. 183 continue, is contributed their

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JOHN SPARKMAN, ALA., CHAIRMAN

WHILLIAM PROXIMITE, WIS.

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WALLACK F. BENNETT, UTAH ROBERT W. PACKWOOD, OREG.

DUDLEY L. O'NEAL . IP. STAFF DIRECTOR AND GENERAL COUNSEL United States Senate

COMMITTEE ON BANKING AND CURRENCY WASHINGTON, D.C. 20510

March 5, 1970

The Honorable Rogers C.B. Morton Chairman Republican National Committee 1625 "I" N.W. Washington, D.C.

Dear Rogers:

Last night I appeared on the David Frost Show. It will be aired in two weeks.

My appearance was set up, scheduled, arranged and handled, and in every other way taken care of by Roger Ailes. I know he's on retainer for the Republican National Committee. I simply wanted to tell you what a great job he did for me in setting up this appearance. Nothing was left unprovided or unthought of. In my estimation, whatever we're paying him is probably not half enough. Further, if we're not taking full advantage of his advice, talent and service, no matter what it might cost us to take full advantage of them, then I think we're missing a great opportunity to learn from someone who could teach most all Republicans a great deal about techniques that are critical for our future successes, both individually and as a party.

Cordially,

Bob Packwood

BP:bcw

bcc: Mr. Roger E. Ailes

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

June 9, 1970

Jelly

MEMORANDUM FOR DWIGHT CHAPIN

FROM: Tim Elbourne

Pursuant to your phone call yesterday regarding Bob Haldeman's memo to Roger Ailes on the quality of the video transmission of the President's Cambodia Report, I have tracked the following:

 Approximately 30 minutes before air time the NBC studios in Washington queried the Pool Director in the truck about a slight yellow tint on the color transmission. The director, Frank Widham, replied that the video in the truck was excellent. ABC and CBS were receiving good video and had no complaints on video or skin tones.

2) The video feed from the truck goes to the C&P Telephone Company and is then split and fed to the networks.
Because ABC and CBS were receiving good pictures, the problem at NBC pointed to a low-level line feed to NBC from C&P.

3) The NBC network log shows that a complaint went to the C&P at 1:30 a.m. the following morning that three lines were substandard. The network engineers didn't feel the problem was serious enough or that the video was poor enough to complain until that time. (This, incidently, affected all video originating from NBC Washington transmitted through NBC Washington.) This timing indicates that the line became progressively worse throughout the evening.

4) I saw the pictures in the truck and concur that they looked good. I also subsequently saw the video tape of ABC, NBC, and CBS on-air transmission. I noticed that the NBC color was weak which tended to emphasize the yellow tones. ABC and CBS were good.

In conclusion, the pool producer and the NBC engineers feel that the problem (and they indicate it was not a major one) originated as a result of a substandard line feed from the C&P Telephone Company to NBC. ABC and CBS had good quality.

None felt that makeup was a problem as was suggested in Haldeman's memo, as a possibility.

I agree with the network assessment of the problem. I further feel that because of NBC's interest in the problem, and their subsequent talks and action with the C&P Telephone Company, that the chances of a recurrance in the future will be eliminated.

cc: Ron Ziegler

MEMORANDUM

### THE WHITE HOUSE

WASHINGTON

May 13, 1970

MEMORANDUM FOR:

MR. AILES

MR. CHAPIN

FROM:

L. HIGBY

On the attached you will note Haldeman's comments and recommendations regarding Roger's memo of May 4.

I thought the two of you would want to be aware of his notations in regard to this matter.

Attachment

# NIXON PRESIDENTIAL MATERIALS PROJECT DOCUMENT CONTROL RECORD

### ITEM REMOVED FROM THIS FILE FOLDER

A RESTRICTED DOCUMENT OR CASE FILE HAS BEEN REMOVED FROM THIS FILE FOLDER. FOR A DESCRIPTION OF THE ITEM REMOVED AND THE REASON FOR ITS REMOVAL, CONSULT DOCUMENT ENTRY NUMBER — ON EITHER THE DOCUMENT WITHDRAWAL RECORD (GSA FORM 7279 OR NA FORM 1421) OR NARA WITHDRAWAL SHEET (GSA FORM 7122) LOCATED IN THE FRONT OF THIS FILE FOLDER.

Reproduced at the Richard Nixon Presidential Library

#### April 8, 1970

MEMORANDUM FOR: H.R. HALDEMAN

FROM:

L. HIGBY

SUBJECT!

TV MAN

Apparently Ziegler and Chapin have both talked with Mr. Knott, resume attached. Chapin thought he was the best man so far and Ron would like to interview him again and also talk with you about the whole subject. I would suggest that you give Ron a nudge on this at your 8:30 a.m. meeting and see if we can't speed up the process.

Attachadent

January 7, 1970

MEMORAHDUM FOR THE PRESIDENT

In the attached report to me, Roger Ailes outlines his proposal for handling the television requirements that we have discussed frequently.

In essence, Roger proposes that he be retained as a moconsultant in the role of a creative television producer on call, but not full-time.

He further proposes that we retain in the White House a full-time television assistant who will report to Neger and will handle day to day coverage and coordinating uncoming events for Roger as the producer.

Roder would be on call whenever needed and would resularly spend a few days every couple of weeks at the White House working with the assistant on general planning.

Roger's proposal then goes on to outline the general array of activity which he would cover and I think you might find it worthwhile to skin through them.

Also attached is Ailes memo to you written in November of 1988 regarding the role of television in the Presidency.

#### Recommendation:

I recommend that we go ahead with the proposal as generally outlined by Poder and that we keep open the ortions to redify this as time goes on. I think Ailes is probably the best wan for this job, at least for the present time. We has as much talent and experience in this field as anyone we are likely to find and he has the plus of a working knowledge of you and your staff which will enable him to nove in much more effectively and more quickly than would anyone coming from the outside.

APPROV: DISEPPROVE

U.P. BALDONAN

Intacheents TPI-pm

## NIXON PRESIDENTIAL MATERIALS PROJECT DOCUMENT CONTROL RECORD

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An Plan July
York, New York 10019



PRODUCTIONS INC. 888 Eighth Avenue, Suite 7F New York, New York 10019

New York 212-765-3022 Washington 202-544-6449

February 27, 1970

Mr. Dwight Chapin White House Washington, D. C.

Dear Dwight:

I asked Fiorentino Associates to put down on paper how they would handle the lighting problems we discussed. They have outlined a plan which I have enclosed. I will be in the White House Monday, March 2nd, and would like to explore this further with you at that time.

I just found a new interviewee for the television assistant job. I am meeting with him again on Monday, and if I still feel he is alright, I will try to get him in to see you on Tuesday. The major problem I have had is finding somebody who is technically competent and still with you politically. See you Monday.

Best regards,

ROGER E. AILES President REA Productions, Inc.

REA:hjs

cc: Larry Higby

IMERO FIORENTINO ASSOCIATES, INC.

Lighting Designers and Consultants / TELEVISION . THEATRE . INDUSTRY

58 WEST 68TH STREET . NEW YORK, N. Y. 10023 ■ 212 787-7763

IN HOLLYWOOD — 7250 FRANKLIN AVE., HOLLYWOOD, CALIF. 90046 / 213 876-6000

K C . F ...

February 20, 1970

Mr. Roger Ailes REA Productions Suite 7F 888 8th Ave. New York, N.Y. 10019

Dear Roger,

Thank you for your recent inquiry. It is with pleasure that I offer the following proposal relating to the lighting of the President's film and television appearances.

#### REVIEW OF THE PRESENT FACILITIES:

We will send a Lighting Director and a Facilities Design Consultant to Washington to survey all the present and potential production areas. At that time, you and your staff would instruct us on all your thoughts and requirements relative to the pick-ups such as:

Where the President would stand; what door he would enter by; day or night possibilities; probable camera positions; audience lighting areas; backgrounds, etc.

This would be repeated for each area and I estimate that no more than one day's time would be required for this phase.

The second phase would involve our return to New York and a layout of editional specifications.

Reproduced at the Richard Nixon Presidential Library

IMERO FIORENTINO ASSOCIATES, INC.

page 2 letter to Mr. Roger Ailes

light plots, power requirements, and a description of the approach and problems (if any) of each area.

The third phase would include a return to Washington to describe to the GSA people exactly what has been done, why, and to pinpoint locations of equipment, power runs, etc. This would be done in conjunction with or following the training program.

The cost for the entire review of present facilities, including Phases I, II, and III shall be \$2000.

#### 2. TRAINING PROGRAM:

To institue a training program for the persons handling the lighting arrangements in the White House is a most wise approach. There is no question that the ideal would be to have a full-time highly experienced Lighting Director on the White House staff. Obviously, this would be economically impractical and such a qualified man would be "wasted" in between the President's appearances. But to have 7 or 8 people who have varied duties and the lighting responsibility is one of them, is an approach that better fits the situation. We will undertake the problem of training these people to do just that.

The program will cover two areas. First, they would have to learn basic lighting techniques and the reasons behind what they would be doing. Second, they would learn the application of these techniques to the specific White House conditions and production areas.

It is difficult at this time to establish a concrete learning pattern since I do not know the people involved. However, on the assumption that they are bright and interested men who have been given this responsibility, we can estimate the time it would take to make them somewhat secure in their new role. The details and schedule of the program would best be worked out in a meeting with us, you and any other interested parties, but I offer this as a basic outline and point of

page 3 letter to Mr. Roger Ailes

- A. Two or three days in Washington for a seminar beginning with an explanation of equipment, through basic techniques and rules, through problems and their solutions and actual demonstration and participation.

  Obviously, in addition to a "classroom/black-board" technique there must be made available the use of a television facility for a period of time. I am certain you can arrange for that in the D.C. area. This session would be a crash program, literally crammed with information and will prove to be the backbone of what is to follow as an entire lighting experience.
- B. Two days in New York for the participants to see actual programs being lit and under the guidance of our staff, examine how what they have learned in the seminar is basic to a more sophisticated approach. This, I think is vital in order to put the classroom learning into proper perspective.
- C. A return to Washington for one or two days for the set-up of equipment (as was specified in the Facilities Review) and the application of all that has preceded to the actual White House areas.

As you see, this program would take from seven to ten days and I estimate the cost to be about \$5000.

I would also recommend that spot checks be conducted (especially in the beginning telecasts when networks are involved). These would have the value of added security for the trainees and would pave the way to a healthy relationship between the GSA people and the network lighting staffs. These directors are our colleagues, and as you have seen in the past, pose no problem when there is a mutual respect for the profession. After all, our goal is to facilitate the production of these programs

IMEROTFIORENTINO ASSOCIATES, INC.

page 4 letter to Mr. Roger Ailes

from a technical point of view and to insure that the lighting, which is so <u>vital</u> to these all-important telecasts is carefully and properly handled.

The cost for these additional days would average \$350. to \$500. per day depending upon the time involved.

Refresher courses, if required, would be handled in the same fashion.

#### 3. "On-Location" Lighting:

It is necessary to point out that crash training programs of any kind can never replace experience. This is especially true in a highly skilled profession such as lighting. It is sheer folly to assume that a trainee, no matter how expertly he has learned his job, is capable of meeting the contingencies connected with a location telecast. To learn what to do under a given series of conditions on "home ground" even though difficult, can be mastered. But my experience has been that even a seemingly duplicate set of conditions in another area or city brings with it problems one never thought possible of existing. Reflectance values change, dimensions vary, crews and equipment are changed, the cameras themselves are not the same -- and it is at this time that a crucial decision must be made and only experience can provide the answer -- or even hope for one. moments of insecurity and indecision can make the difference between a fine, professional end result or a picture that will prompt people to say "didn't the President look tired last night -he looked dark and worried."

In my opinion it is a serious risk to take. No, Roger, with all the expertise available and utilized in other areas, I certainly would not entrust such an important phase of the public image to a novice -- not when he is away from his home environment. True, these people can implement and control the situation but I strongly advise the

IMERO FIORENTINO ASSOCIATES, INC.

page 5 letter to Mr. Roger Ailes

presence of a qualified lighting consultant on those telecasts.

Of course, we can provide such a man and the cost shall be \$500. per day. On these trips, travel time shall be billed at a lesser rate.

All expenses are extra -- at cost. Per diems range from \$35. to \$50 per day. Equipment, trucking and crews can be provided at cost plus our usual service charges.

It would be our pleasure to serve the White House again and to provide the continuing attention that the television medium requires. As you know, Roger, our company is comprised of many highly qualified and experienced people in all aspects of television lighting. We maintain offices in New York and in Hollywood and our relationships and reputation all over the country is unmatched. I'm very proud of being able to say that and to offer it to you as part of our proposal to continue as consultants to the President.

Thank you for giving me this opportunity.

Sincerely,

Imero Fiorentino

President

IF:bb

Osel fint Break Chai 1. Klein not sure what Ailer dorning . 1. TV group sperate somewhat in describety. 2. 2 thenhe that your gen works for 2. Alle feele that must operate enderendedly. About 2 + the Ort free. 3. Vill he be WH Soff on Ale Co. sleyto la Reno Snyder de carringr. I There Calle. Setup Collect. 1- 2 reading on LA Vorta. 1 Film being done. - e.K. What's Scotts barin Consultant fee.

## THE WHITE HOUSE

March 14, 1970

#### MEMORANDUM FOR H. R. HALDEMAN

From: Ron Ziegler

Re: Roger Ailes appearance in CBS morning news show.

I have no objection to Ailes discussing from time to time the President's preparation for TV appearances. However, I think we should approach this extremely cautiously as Ailes is involving homself professionally in Republican primary contests and too close of a public association between Ailes and the President could lead to problems such as that which occurred in Florida in the past week.

One final point. As we have discussed often, final approval for this type interview should come from the Press Secretary, not from the Assistant to the President. I shall continue to make and remake this point.

Rm 3-



PRODUCTIONS INC. 888 Eighth Avenue, Suite 7F New York, New York 10019

New York 212-765-3022 Washington 202-544-6449

December 24 1970

Mr. H. R. Haldeman Chief of Staff The White House Washington, D. C.

Dear Bob:

As we go into the new year, please think seriously about the things we discussed and see if there is a way for me to work through the National Committee or through an outside Company to help coordinate television activities of the White House. I would even be interested in the Communications Director job at the National Committee if you would think that would help.

Have a happy holiday. See you soon.

Best regards,

ROGER E. AILES

President

REA Productions, Inc.

REA:hjs



PRODUCTIONS INC. 888 Eighth Avenue. Suite 7F New York, New York 10019

New York 212-765-3022 Washington 202-544-6449

June 11, 1970

Mr. H. R. Haldeman Chief of Staff White House Washington, D. C.

Dear Mr. Haldeman:

My brother, Roger, tells me that he gave you his Los Angeles phone number incorrectly in a recent memo, and he has asked me to correct the error.

Roger is staying at the Knickerbocker Hotel in Hollywood, California for an indefinite period. He has a private phone line direct to his room and that number is (213) 465-0556. Also, the hotel switchboard number is (213) 465-3171, and Roger is at extension (suite) 1114.

When Roger is not at the hotel he can be reached via The Real Tom Kennedy Show at KTLA-TV in Los Angeles, The phone numbers for that Show are (213) 469-3558 or (213) 469-3914.

Sincereiv.

ROBERT O. AILES Vice President

REA PRODUCTIONS, INC.

RJA:hjs

#### **MEMORANDUM**

#### THE WHITE HOUSE

WASHINGTON

April 29, 1970

MEMORANDUM FOR:

H.R. HALDEMAN

FROM:

Roger E. Ailes

This is just to let you know, I'll be spending quite a bit of time during the next month in California because of a TV show I have been developing. I am sorry we have not been able to move faster on acquiring a TV assistant since I can't seem to get an answer on whether Bob Knott or Bob LaPorta will fill the bill or whether I need to look further. The reason I am informing you of this now is that it would be helpful to have someone working with the President on a day to day basis and use me for organizing the upcoming major TV events.

I would like very much to get things arranged according to my original memo of some months ago since I cannot afford to drop everything for four days and lose large sums of money very frequently. This can be avoided with organization now. Unless we solve this in the next two weeks, we are going to run into a situation where the President will need me and I won't be within reach.

cc: Dwight Chapin Larry Higby

#### RESUME

Gregory R. Stoner
31 Gillett Street 447 ZION ST.
Hartford, Conn. 06105
Phone area code 203
278 6218

Born 5/10/35 Age 34 Married

#### EDUCATION

- University of Southern California, Los Angeles, California Telecommunications, TV Production, Broadcast Arts 1957-58
- Los Angeles State College/ Los Angeles City College/ L.A. Calif.
  Speech and Drama major/ Liberal Arts/ A.A. & B.A. 1953-57
- Hollywood High School, Hollywood, California. History-Art 1950-53

#### BUSINESS SCHOOLS AND TRAINING

- NBC Television Network, Burbank, California. Training program VTR Engineering (RCA TR 70 and Ampex 3000) 1965
- ABC Television Network, Hollywood, California. 1964
  Television engineering and light technical direction from master control (Camera RCA TK 71 TK 60's)
- Grantham Electronic School, Seattle, Washington
  Intensive 16 week course stressing TV electronics theory
- U.S. Army Information School, Fort Slocum, New York
  Public Information, Press Information, Broadcasting 1958
- Don Martin Radio and TV School, Hollywood, California 1953 Radio and TV Production, copy writing, announcing, sales

#### MILITARY SERVICE

U.S. Army Signal Corps, Armed Forces Radio and TV (AFRTS)
Broadcast Specialist, Far East, Seoul, Korea.
Director-Producer AFKN-TV, Station Manager-Fort Ord, Calif.
Enlisted May 1958 - Honorable Discharge April 1961

#### LICENSE:

F.C.C. First Class License - Radio Telephone # PL2 3946

#### WORKS

Textbook. Television Today, A study of TV studio production now in progress.

#### OCCUPATIONAL BACKGROUND:

WHCT TV, RKO General Television, Hartford, Connecticut

PROGRAM MANAGER, Public Affairs Director, 1968-1970

TV Program Manager, supervised staff in all production, program and operational duties. Created local live programs, supervised VTR commercial production. Produced and directed public affairs series: "Connecticut Report," aired on WHCT and WOR TV, New York. Created Public Affairs policies; prepared FCC license renewal, purchased feature and syndicated product, negotiated contracts.

KHAR TV, Independent VHF, Anchorage, Alaska

PROGRAM DIRECTOR, TV Operations Manager, 1967-1968

Planned and controlled organization of new TV station, programming and production policy from sign-on. Organization of all aspects of TV operation. Directed news. Produced 16mm film spots for local and Seattle, Wash. agencies.

KENI TV, Midnight Sun Stations, Anchorage, Fairbanks, Alaska KFAR TV.

#### PRODUCER-DIRECTOR

1965-1967

Directed news. Produced documentaries (film) on Alaska's current history-oil development-exploration. Did series on "Alaska's Defence". Set up University of Alaska's ITV Program.

KNBC TV, NBC TV Network, Burbank, California

VTR Engineer/ VTR Operations 1964-1965
In charge VTR Library-West Coast / NABET union/
worked on KNBC TV Commercial Production Unit.

KABC TV, ABC TV, Network, Hollywood, California 1964

TV Control Room Engineer-Studio Field Engineer/ NABET

KCOP TV, Independent, Chris-Craft Station, Hollywood, California

CAMERAMAN/ Assistant Director on local commercials. 16 mm film production, editing.

KIVA TV, Yuma, Arizona

1961-1963

TV DIRECTOR, directed news and local shows, sport events, local commercials, remotes, handled switching duties.

AFRTS, U.S. Army, Armed Forces Radio and TV. 1958-1961

CBS TV, Usher-Page, TV. Mail room duties during High School and College. On graduation from college entered Army.



#### JERRY WEISSMAN

I would rank Jerry as my number three choice. He probably wants \$15,000 - \$20,000.

#### Possible points in favor:

- 1. Maturity and education.
- 2. He has all of the technical background needed for this without question including film and tape.
- 3. His background is varied and includes teaching.

#### Possible points opposed:

- 1. I don't believe he is a Richard Nixon fan although he is hedgy on this.
- 2. Frankly, his personality rubs me slightly the wrong way, but he may not others.
- 3. He may have a tendency to go for the "glamor" assignments and overlook some day to day.

on second thought scratch this guy. this item scores me.

Decree State of the State of th 1155 on the control of the second of the second ] ui y kwaata i ili aa aa laay (Mbratara e ili 1911, waliote) 1959 U. B. Carry 1500 The four for the great and gure of memorial purbline begins is in the capable and Gold-like controls 1661 As ideal community of A. D. bit both ogst find decide Film rynaficacher Odds Profe Clon - Testarcher for the weekly door unchay, 1962 1.96% Assimilate Produces, ITM OF THE WORK Producin, THE ON FIRE YOU 1900 కొండుకుండాల ముదుపుకుండి విదేశం ఉంది. దేశ్రాల autile energios proporta; lauris d'illa montes proporta; lauris d'illa de la poste de la contra de la la contra del contra de la contra del contra de la contra de la contra de la contra de la contra del contra del contra de la contra de la contra del cont reve and public offeire apecials, CBS: Name growth - Novemberg ive Two-bases and Massager of Constraints denoted as a Browler at a. 1.966 Örkliblen vi med spesials. Saga misket el med kok britsting gerelals sal series. Can making and plakke makerions. Subjecting, legat, policy, especial and succes, and programming supervision. 1968 Spanarun jarusinana, Jan - Producer of industrial ard , odkosulam L dockmanors, filmo. 1969 1160: Director of special program on Conthusis weig ស្ពាន សមាមនា និយា ១១ គ្នា បើក្រៀល Innach Wei miero: - Commitento and ciring: 12 particul (17 %) 方lection Toit 🗕 The Record

Reproduced at the Richard Nixon Presidential Library

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#### 401 Route 22 Apt. 8-C North Plainfield, New Jersey (07060)



February 12, 1970

REA Productions 888 8th Avenue New York, New York

Gentleman:

In response to your advertisement in BROADCASTING MAGAZINE of February 9,1970; I am attaching my resume. Your advertisement suggested a strong production background, to be accepted to this position would continue along the line of a totally involved background in production.

I shall be available at any time for furthur inquiry. My salary requirement is \$14,040 yearly or \$250.00 weekly, negotiated.

Sincerely yours,

Chester E. Galdo





Resume of: CHESTER E. GALDO Regency Village, Apartment 8-0 401 Route 22 North Plainfield, New Jersey PHONE: (H) 755-4194 (O) 643-9100 Ext. 236

JOB OBJECTIVE

TELEVISION STUDIO PRODUCTION SUPERVISOR

EDUCATION

High School:

Union High School, Union, New Jersey.

Graduated 1950.

Captain Stage Crew Club; Vide President Dramatic

Scciety.

College:

Bob Jones University, Greenville, South Carolina.

Graduated 1955. Degree: B.A. Major: Drematic Arts.

Minor: History.

Work scholarship provided employment on University staff as Lighting Director and later Assistant Production Manager to the Dramatic Production Department.

Member Dramatic Society; Phi Beta Chi Literary Society; Soccer Club; Italian Literary Society.

Others

United States Army Motion Pictures and Audio-Visual Training

Center - 10 weeks. 1956. Fort Stewart, Georgia.

EMSTOAWENA

5/65 - Present

NEW JERSEY TELEVISION BROADCASTING CORPORATION - WMJU-TV

1020 Broad Street, Newark, New Jersey

Studio Stagehand Supervisor, Production Department

**9/62 - 5/65** 

RKO STANLEY WARRED THEATERS

Branford Theatre, I Branford Place, Newark 1, New Jersey

Maintenance Stagehami and Electrician

8/60 - 8/62

FERRANTE AND TEICHER - Duo Pianists

137 Pershing Drive, Englewood Cliffs, New Jersey

Road Manager

8/58 - 7/60

٠.

WATV - CHAMMEL 13, Nomerk, New Jersey (NET Affiliate)

Member Production Grew

Reproduced at the Richard Nixon Presidential Library

Resume of: CHESTER E. GALDO

Born:

Appearance: Health:

Married: Finances:

Residence:

Affiliations:

Military Status:

Good order

Apartment; willing to relocate

Height 5' 52'; weight 145 pounds Good, no physical limitations

2/10/32 in Newerk, New Jersey

Executive Board Local #21 I.A.T.S.E., Newark, New Jersey Tau Kappa Epsilon National Fraternity

Watchung Amateur Ski Club

1965; no children

Honorable discharge - United States Army; Special Services

Corps; March 15, 1957

<u> 5/58 - 7/60</u>

WATV, Mererk, N. J.

My experience with Channel 13 was my entrance into television. I was hired as a Studio Stagehand, directly from the Army. Channel 13 was extremely heavy with live programing, affording an opportunity to gain valuable experience in production, scenary construction and properties. I also served in the capacity of Relief Floor Manager, which allowed me to gain experience as to the Director's viewpoint of production - giving time cues and Director's instructions. Channel 13 later became an affiliate of MET.

Reason for leaving: Reorganizational changes would effect the Production Department with possible layoff. An opportunity for a position as Road Manager with Ferrante and Teicher became available.

#### REFERENCES

Available on request

#### EMPLOYMENT

5/65 - Present

As Studio Stagehand Supervisor for the first commercial Spanish-language UHF television station in the New York area. My responsibilities include scheduling of manpower, hiring personnel, preparing work schedules and supervision of the studio crew in setting up and striking all studio productions, scenery and commercial properties including the artistic lay-out and design of scenery used in the studio. A complete inventory of all scenery, properties and sets is kept for traffic purposes.

The responsibilities of competitive purchasing of all materials used in production. The processing of these accounts and purchase orders. A thorough knowledge of the price structure of materials required for scenery construction in the Channel 47 shop. Estimating of charges and costs on all jobs performed in the scenery shops.

Preparation of weakly payroll reports for accounting Department. Maintaining records of earnings and overtime of the studio crew. Billing of manhours to different job requests and estimate of costs for all commercial tapings produced by the Video-Tape Production, division of Channal 47,

Reason for desiring change: Want en opportunity for edvancement into English-language broadcasting.

9/62 - 5/65

RKO STANLEY WARNER, Branford Theatre, Newark, N. J.

Employed as Maintenance Stagehand and Electrician at the Branford Theatre.

I served an on-the-job apprenticeship for Local #21 I.A.T.S.E. The main-

tenance of the complete stage-house, all electrical equipment, curtains and flys.

Reason for lesvins: Completed training program for apprenticeship, and also, the opportunity for advancement to Studio Supervisor at television station.

8/60 - 8/62 FERRANTE AND TEICHER, Duo-Pienists, Englewood Cliffs, N. J.

As the Road Manager for the popular duo-pianist team. We toured eight months yearly in the United States, Canada and Europe. It was my responsibility to harile all phases of projection, including lighting, scenic effects, visuals, also, the two pienos which traveled in their own van. I served as laison between the artists and the individual promoters or bookers. It was also my duty to move the equipment via van to each engagement. The nature of the work was that of an advance set-up man which demands of the individual a great deal of decision making prior to the arrival of the artists.

Reason for Reproduced at the Richard Nixon Presidential Library pagame too numerous for one man to handle.



PRODUCTIONS INC. 888 Eighth Avenue, Suite 7F New York, New York 10019

New York 212-765-3022 Washington 202-544-6449

February 13, 1970

Mr. Bruce Whelihan Press Office White House Washington, D. C.

Dear Bruce:

For your information this is a copy of the letter that was sent to me by Fiorentino Associates after they looked over the blueprint. It may be flowered up somewhat but I thought you'd like to see it anyway.

As soon as you know when the mock-up of the lighting system will be ready let me know so I can schedule myself to come in.

Best regards,

ROGER E. AILES President REA Productions, Inc.

REA: hjs

cc: Ron Ziegler H. R. Haldeman IMERO FIORENTINO ASSOCIATES, INC.
Lighting Designers and Consultants

58 WEST 68TH STREET . NEW YORK 10023 . (212) 707-7763

February 10, 1970

Roger E. Ailes REA Productions 888 8th Ave. Room 7F New York, N.Y. 10019

Sub: White House Briefing Room

Dear Roger,

Our initial review of the drawings which you have supplied me indicate there has been no provisions made whatsoever for lighting levels or angles required for color television and newsreel filming in this space. We recommend that a minimum maintain foot-candle level of 200 be supplied for the audience portion of the room and 250 to 300 foot-candles be supplied at the speakers platform. The direction of the lighting must be carefully controlled. Key lights should be located 10° to 15° above the horizontal, and at 45° to the right, left, and head-on of the speakers platform.

The drawings also indicate that no provisions have been made for back lighting so that separation can be obtained between the background and the speaker. Three back lights should be provided at a 45° angle above the horizontal, and located right, left, and center of the speakers location.

I am assuming that this space will be utilized for some form of press conference; for a question and answer situation between members of the audience; or establishing shots of the audience and the President located at the speakers platform. Nominal camera pick-up would then include, not only the President, but the audience as well. Therefore the audience lighting levels must be maintained at the levels I previously indicated.

- more -

Reproduced at the Richard Nixon Presidential Library

-2

These changes will require a complete review of the lighting, electrical distribution, dimming control system and air conditioning of this space.

A dimming system has been indicated in these present drawings, however, I would believe that this would be inadequate for the requirements of a television lighting system. Not only in its capacity but also in its number of controls. Each of the back light fixtures must be on a separate control as well as each key light, background lighting, and audience lighting.

In addition to the questions concerning lighting we also question what conditions have been considered for the selection of the curtain background which will be behind the President as well as other wall treatments in the room so that they are compatible with television.

We would propose therefore that we provide the following:

- 1. Preparation of drawings;
- 2. Plans and sections for lighting up the room for television pick-up;
- 3. Complete specifications on the lighting fixtures:
- 4. Dimming system;
- 5. Check-out and focusing of the completed installation.

The drawings would indicate the exact position of lighting fixtures so that the angle of light from these fixtures would be complementary to the President and other people at the speakers platform.

We would also provide sufficient data to the architect and engineer so that they may make the necessary revisions in the electrical service required for the -3

space and the air conditioning requirement, if necessary.

In addition we would also review the architect's treatment of the space as to the requirements of the curtain and background behind the speakers platform and such other architectural or interior decorating treatments in light of their compatibility with the television and film picture.

Our fee for the above services would be \$4,500 exclusive of out-of-pocket expenses including travel, lodging, drawing reproductions and other miscellaneous expenses. These out-of-pocket expenses would be billed at cost through whatever agency you would designate.

I would be happy to come down to Washington to meet with you and other White House personnel to review these recommendations at this point prior to their acceptance of this proposal. In the meantime, if you should have any questions please do not hesitate to call me.

Yours truly,

Richard D. Thompson

Director Theatre and TV

Studio Facilities Planning

RDT:bb

WASHINGTON

March 9th

L...

Re the podium, Colonel Redman's office advises that the President has seen the first unit on March 6th and he (the President) has made a number of modification requests. The unit is now being modified. .completion date is tomorrow (March 10th.)

E1

3/10/70 L= Cal Ledman's of advises that the poducion is Completed and that "the Prosedent ail use is tonight.

January/23, 1970 Mr. Roger E. Ailes, President REA Productions 888 Eighth Avenue, Suite 7F New York, N. Y. 10019 Dear Roger: Thank you for the assistance on getting Ross on "The Mike Douglas Show" and "The Merv Griffin Show". We were happy with the results. We'll be moving into the TV line later this summer, after we hopefully get something resolved on the POW issue. I would like to get with you at that time and discuss our thoughts and needs for our televised "Electronic Town Hall Meetings". Again, thank you for your help and if I can be of assistance, please call. Respectfully, Tom Meurer

TM/sjh

Care what

Have me call that

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#### WASHINGTON

February 4, 1970

MEMORANDUM FOR H. R. HALDEMAN

FROM:

Ronald L. Ziegler

RE:

TV Lighting for the New Press Facility

I think the first question that must be answered in regard to the lighting of the new briefing room is how we intend to use it. It has been my understanding from the outset that this facility would be used on a regular basis for the President to make announcements as much as he does in the Roosevelt Room, and also to respond to questions on specific subjects in sort of a mini-press conference format. We have approved the lighting of the area on this basis.

We have not looked at, nor do I think we should look at this facility as a television studio with highly sophisticated lighting capabilities such as exist in the Theatre, because the briefing room serving also as a press lounge simply would not be suited for this purpose.

The lighting configuration presently planned for the press lounge briefing area has been extensively discussed with the network lighting technicians and the architect. In these discussions it was realized that from time to time there would be a need for supplemental lighting.

I am somewhat confused by the suggestion made by Roger Ailes that the lighting fixtures are not proper, that arrangements for back lighting have not been made, and that the front lights now planned are not adequate for color film. I do not believe this is the case. His question regarding the dimmer system can be answered by simply saying that the currently-planned dimmer system is not isolated light by light as is the case with a sophisticated permanent studio set-up. The proposed dimmer system will operate the full bank of the front lights.

The lighting of the press room is a subject that has not been overlooked. But since Roger Ailes raises these questions in such a dramatic way, I think obviously I should arrange to meet with him the first of next week, together with the television lighting technicians and the architect to bring this question to an early resolution. I do not feel it is necessary to engage the services of Fiorentino Associates for this project.

As you suggest by the urgency of the covering memo, as there has now been a question raised by this matter, we should move rapidly, as any changes will require some adjustments in air conditioning and lighting fixtures.

I will contact Ailes if you approve, and meet with him on Monday.

February 4, 1970

MEMO FOR H.R. HALDEMAN

FROM: Roger E. Ailes

RE: TV Lighting for the New Press Facility

I have gone over the blueprints for the new press facility which outline the lighting to be installed. I understand the urgency of this but feel we should bring in a lighting consultant for the TV staging. I showed the plans to Dick Thompson of Fiorentino Associates (this is the same outfit we consulted re: podium lighting). He says that the present plans seem to lacking for TV in these areas:

- 1) The present front lights for the stage area are not adequate for TV or color film.
- 2) The fixtures for lights are not proper.
- 3) There is apparently no plan for back lighting.
- 4) The dimmer system is not adequate and will not isolate the lights so that 2 people can be lit differently than 1.
- 5) Power requirements should be reviewed.
- 6) If we are considering a Q & A situation, additional lighting may be required between the stage and floor area.

Mr. Thompson has advised me he will be prepared to meet with the architect and/or lighting installation men almost immediately to review this situation. He has advised me if we are to involve Fiorentino Associates, they will consult, design and draw the plans for TV and film lighting, supervise installation, run a check on the system and come in for a final focus on the lights. This service could run between \$4,000. and \$5,000.

If you wish further background on Fiorentino Associates, I sent a memo sometime ago to Steve Bull with a detailed outline of this group. They did the lighting for the arena shows in the 1968 campaign. Please advise.

Lalled Z-

March 2, 1970

MEMORANDUM FOR H.R. HALDEMAN

FROM:

LARRY HIGBY L

SUBJECT:

Television Man

Attached at Tab A are Dwight Chapin's and Ron Ziegler's comments on Bob La Porta, Ailes' No. I candidate for the TV slot and Greg Stoner, Ailes' No. 2 candidate. Both feel Mr. Stoner would not be suitable for the job. Chapin comments that while he was satisfied with La Porta, he would want to see other candidates before recommending on a final decision.

Ron Ziegler also feels this way but goes on to question the need for a fulltime television man and the fact that he feels that La Porta is not particularly superior to Elbourne. He requests the opportunity to discuss the concept of having a fulltime television man here with you once again.

Roger Ailes is anxious that we get someone down here so we can get the situation settled and begin operating. I assume you've discussed the concept of Elbourne with Ailes and have reached a conclusion that you want a fulltime man other than Elbourne.

In light of this I have talked to Roger and he is planning on sending down one or two other candidates for Dwight and Ron to interview.

Recommendation: I recommend that Chapin and Ziegler continue to interview candidates and that you have me inform Ziegler that as of now we are still going with the concept of another man down here for television and that it would be premature to rule out this concept until he's talked to several other people.

Reproduced at the Richard Nixon Presidential Library

Agree Disagree

#### MEMORANDUM

19 SEPUD TO BE AÑ

E.O. 12356, Section 1.1

By #9# NARA, Date 3/13/96

LATIVE MARKING

THE WHITE HOUSE

WASHINGTON

Hold in Ailes file February 24, 1970 Tuesday - 4:00 p.m.

PERSONAL AND CONFIDENTIAL

MEMORANDUM FOR MR. ROGE

FROM:

Dwight L. Chapin

RE:

Bob La Porta

I found Bob La Porta to be a very aggressive individual who seemed to be fairly bright and who was trying awfully hard to make a sale. I would imagine that in terms of his presenting himself he would have done much better if he had been under less pressure. He talked a blue streak and covered every conceivable point regarding the job from every direction.

Technically, I would imagine that he is pretty good, and I would get the impression that he is a buttoned-up type of person. You obviously know more about his qualifications in that area than any of us here.

In regard to working with the President, I would anticipate that he would have a definite problem with the day to day relationship, at least at the start. He is extremely animated in his conversation and he tends to be what I would call theatrical (at least in a straight sense). I would imagine that these qualities would have to be tempered before he was thrown into a daily working relationship with the President.

He is definitely creative and has a good sense of our desire to stage things differently and look for the unique situation which will best demonstrate those qualities of the President which we wish to have reach the public. He gives the impression of having an independent mind, and I would imagine that he can probably hold his own among his peers.

I think that La Porta has good potential for the job. However, we would have to realize it is going to take some work to teach him how to deal with the President before he is put into a working relationship situation with the President. As of right now, I believe his mannerisms and style would not be compatible with the President.

I do not believe that he should be hired until we have seen two or three other people.

CC: Mr. H. R. Haldeman Mr. Ron Ziegler

PERSONAL AND CONFIDENTIAL

February 26, 1970

### MEMORANDUM FOR BOB HALDEMAN

FROM: Ron Ziegler

RE: Bob LaPorta

Bob LaPorta is intelligent, aggressive, and from my discussion with him appears to be technically sound in the field of television. He is a Democrat who voted for Kennedy in 1960 but is not emotionally involved or committed to the Democratic Party cause. He has some very sound thoughts regarding the President, the Administration, and the role of government, and from my discussion with him on these subjects, I feel he would be loyal and probably develop a commitment to the objectives of the Administration.

He is somewhat balky in appearance and highly animated when he communicates. It is my judgment that this characteristic would be somewhat tempered as he develops confidence and is under less pressure than exist in an initial interview for a job in the White House.

Throughout the conversation with LaPorta I kept trying to resolve in my mind again the need for a full-time television technician in the White House, and would like to, on this occasion, suggest that we discuss this in some further detail before we move into the hiring of a full-time man. I think my position within the discussion would be that we should continue to use the talents of Roger Ailes in major television productions as the plan calls for, but also use his talents to work with Elbourne, and to the degree necessary, train Elbourne for this television role. It is my feeling that we should at least give this a try.

I believe the above feeling was amplified by my discussion with LaPorta. Although he appeared to be capable and well grounded, it kept occuring to me that LaPorta fell into the same category that other men have fallen into that I have discussed the job with -- and that is they did not appear to be substantially superior in ability or in carriage to Elbourne.

One problem, of course, involved in bringing Elbourne under the tutelage of Ailes and giving him a greater responsibility in this area is the fact that he is often concerned with advance work; but indeed this relates to the over-all television presentation of the President, and I feel that we should at least sit down with Roger Ailes to talk about working with Elbourne as an alternative before we move.

If the above is ruled out I am not ready to give Mr. LaPorta a categorical endorsement before seeing other candidates.

cc: Mr. Chapin Mr. Ailes

Ron 3

February 28, 1970

## PERSONAL AND CONFIDENTIAL

MEMORANDUM FOR H.R. HALDEMAN

Re: Greg Stoner for television position

Guys like Greg Stoner are a dime a dozen in the television business. Although his resume appears to be extensive and impressive, I was not impressed because a close examination will show that his involvement in the television business has been at the lower technical level. It is my judgement that chances of compatibility with the President could never be achieved.

Running the risk that by saying what I am going to say below will create the impression that I am totally negative regarding the addition of a television man of the type discussed, I am going to say it anyway, because I feel it is a sensible course to pursue.

The caliber of the two men I have talked to up to this point, LaPorta being far above Stoner, only leads me to conclude again that we should give Elbourne a crack at this and at least see how it would work between Ailes and Elbourne before we bring a new man in. I would like to discuss this with you and Ailes and Chapin at your convenience.

Ronald L. Ziegler

Reproduced at the Richard Nixon Presidential Library

February 27, 1970 Friday - 6:00 p.m.

MEMORANDUM FOR MR. ROGER AILES

FROM:

Dwight L. Chap

RE:

Gregg Storer

Gregg Storer is not the person we are looking for to handle the daily TV-production type tasks at the White House. He is a light-weight.

His inability to look you in the eyes and to sell himself or his ideas are not the qualities we are looking for.

La Porta has a much higher rating than Storer.

CC:

Mr. H. R. Haldeman

Mr. Ron Ziegler

file the



PRODUCTIONS INC. 888 Eighth Avenue. Suite 7F New York, New York 10019

New York 212-765-3022 Washington 202-544-6449

February 27, 1970

Colonel Albert Redman, Jr.
Commanding Officer
White House Communications Agency
White House
Washington, D. C.

Dear Colonel Redman:

I think the meeting with the President regarding the podium design was fruitful. If I can be of any further help, please let me know. Thank you for taking me on a facilities tour of the White House equipment. I will want to do that again as soon as we get the assistant aboard.

I am submitting a proposal on the lighting school we discussed with Dwight Chapin. As soon as I get the go ahead, I will let you know. Please keep me informed of the progress on the podium.

Best regards,

ROGER E. AILES President REA Productions, Inc.

REA:hjs

cc: H. R. Haldeman Dwight Chapin



PRODUCTIONS INC. 888 Eighth Avenue, Suite 7F. New York, New York 10019

New York 212-765-3022 Washington 202-544-6449

February 26, 1970

Mr. Dwight Chapin White House Washington, D. C.

Dear Dwight:

This is just for your information. You might want to think of how we should handle this in the future. Specifically on the things I last mentioned in my memo on television.

Best regards,

ROGER E. AILES President REA Productions, Inc.

REA:hjs Encl.

cc: H. R. Haldemann

WASHINGTON

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Dear Roger:

Prior to our getting together again to discuss your thoughts on TV at the White House, I'm wondering if you could put them down on paper so I might have a chance to review them prior to our discussion. This might also be of value with regard to your evaluation on Lee Hayes.

After this we could get together and both of us could raise any questions after I've had an opportunity to think about what you are proposing.

As you may know, I will be leaving for California on the 20th and plan to spend the Holidays there. However, I have instructed Larry to make sure that your memoranda are forwarded directly to me in California so I can get at this thing during the Holidays and be ready to move at the first of the year.

Thanks for all your help this year and best wishes for the Holiday season.

Sincerely,

H.R. Haldeman

Assistant to the President

Mr. Roger E. Ailes President REA Productions, Inc. 888 Eighth Avenue, Suite 7F New York, New York 19919

HRH:LH:pm

, ec: Elmer Juanich

Jack Mayber. Chicago Takey

(2/2) 765-Jazz

Dear Roger:

Thanks very much for the material you sent me on December 30.

On the basis of your report, I think we'd better pass on Leg Hayes, at least for now, and make an effort to find someone better. I would, however, appreciate your thoughts on possible candidates and on how we might go about digging up some talent in this area.

I am in general agreement with your proposal regarding White House television. I do want to give it some more thought and spend some time discussing it with the President before we take any specific steps to implement.

I would appreciate your giving some thought to the question of payment which you mentioned briefly at the end of your document. There are, of course, several approaches possible. I think that it would not be desirable to retain your company and have you hire the assistant on your payroll. It seems to me it would be much better for the assistant to be on the White House Staff and then either you or your company to be retained separately. The problem that we will have, of course, is funding the retainer and I think it would be helpful in this regard if you would give some thought to what the charge would be based on implementation of the plan you outlined.

There are a couple of possibilities of ways of handling this outside of White House operations and that very well may be the best route to take.

What I need from you as the next step in other words, is an estimate of time and cost involved, assuming we follow your plan.

Sincerely,

H.R. Halderan Assistant to the President

Mr. Roger E. Ailes President, NEA PRODUCTIONS 983 Eighth Avenue New York, New York 18819 HRU:pm

## (CONFIDENTIAL REPORT)

To: Bob Haldeman

From: Roger E. Ailes

Date: December 1969

Subject: White House TV

### White House TV

In general, there are several areas that can be improved regarding White House television. It is contingent upon you appointing a person to be responsible who can organize and supervise it, who knows the answers and where to find the answers and who is always "thinking" and presenting ideas for you to use. If this is done well, it will be a tremendous asset to the image of this Administration.

As we discussed, I believe the White House should not employ a full-time top-notch creative television producer. Even if the best people were available and affordable, it seems to me that an excellent job can be done if you have a TV consultant of the above calibre on call. I am proposing that you use me in this capacity because you know my work, I know your problems, I'm dedicated to the President on a personal and political basis, and I realize that in this type of work there is no margin for error. Further, because I am a successful commercial producer with my own company, I can bring that experience and those contacts to bear here. Whoever the consultant, he will need a full-time assistant in the White House with some production and technical knowledge to handle day-to-day coverage and coordinate up-coming events for the TV producer. Also, he will have to coordinate between Ron, Herb, Synder, yourself, and W. H. Communications. It might be best to give the producer and consultant desk space in the EOB with some secretarial help, so you have a TV base of operations and the producer has a place to work when he's in town. job can be done effectively if the producer spends a few days every couple of weeks at the White House, plus being on-call when you need him.

If you decide to go ahead with this plan, I'd like to come in to set up all areas outlined in great detail, develop check lists, etcetera.

It will be important for the TV consultant to work with and through Herb and Ron, but report directly to one person, preferably you, so television doesn't again slip to a secondary position of importance, given the President's feelings about it.

There seem to be four general areas about which we should be concerned, with secondary but critical priorities under those headings. They are:

- I. Day-to-Day Television.
- II. Major speeches and Special Events.
- III. Bookings and technique development for the President and Cabinet.
- IV. Ideas, Film, working toward 1972 Campaign.

Now to elaborate, here's a general outline of each area:

### I. Day-to-Day Television

- A. News Coverage
  - 1. TV Producer sets up a check-list for assistant to follow.
  - 2. Assistant works with press office to ensure good maximum coverage for the President.
  - 3. Assistant maintains relations with TV crews.
  - Assistant keeps a weekly report on air time and subject matter to evaluate effectiveness.
  - 5. Assistant on hand for emergencies. Talks daily with producer.

## B. Press Conferences

- Again producer sets up check-list.
- 2. Assistant should have directing experience so he has an "eye" for a shot.
- 3. Assistant coordinates with press office and network crews. This gives network directors a feeling that they have someone to go to, rather than ending up with a press assistant. They get more warning, more help, and fewer delayed decisions.

## II. Major Speeches and Special Events

## A. Major Speeches

- Since these are usually set in advance, the producer will have time to work on them to ensure quality and consistency.
- 2. If one arises quickly, a phone call will have the producer on the next plane. Meanwhile, the assistant can do the legwork.
- 3. Lighting, make-up, and additional technical help can be hired through my company when needed, as in the past.

## B. Special Events

- Again besides the scheduled events like the Astronaut's Dinner in Los Angeles, the producer will sit in on and contribute to idea sessions.
- The producer will brief the President on such events so that he's sure nothing can go wrong and so that he makes the best appearance.

## III. Bookings and Technique Development

#### A. Bookings

- 1. The over-all exposure of administration officials will help raise our image.
- This should be coordinated between Herb's office and the RNC. Snyder might do the actual booking and maintaining of relations with existing programs.
- 3. The producer will oversee this area and assist when necessary, as when I talked to the VP of NBC News to get Herb Klein on the Tonight Show.
- 4. We can lose votes on television if the right people aren't seen and under the right conditions. A check-list for this can be developed and we can advise people making appearances.
- 5. For Cabinet members, film can sometimes be used effectively in conjunction with their appearance, especially on talk shows.

### B. Technique Development

 I feel a great deal can be done to help certain Cabinet members and give them more confidence. As producer of talk variety shows I've had vast experience with TV "amateurs" getting them ready.

- 2. Work with the President on the style of the "fireside chats" concept that we discussed. I can make some simple points that will help him.
- 3. Perhaps work with the writers on TV style for the speeches. Having spent a great deal of time studying audiences and writing introductions and interviews for TV, I know quite a bit about the "effect" of words and phrases on people. My feeling is in keeping with the President's sincere style, sometimes more emotional words could be used to our advantage. "Kickers" and memorable phrases need to be used more.
- 4. Help Vice-President Agnew set up his coverage.

## IV. Ideas, Film, 1972 Campaign

#### A. Ideas

- 1. See 1968 memo.
- Develop "fireside chats" and person-toperson programs.
- Contribute to brain-storming sessions.
- 4. The President has done an excellent job of 'cooling-down" the country and Vietnam in 1969. Publicly Secretary Rogers can be used more in 1970 to maintain public opinion in this area while the President goes "positively" into the "Challenge of the 70's," America's Quality of Life. He should make a major address on this and state publicly that poverty, air and water pollution will be eliminated in America totally by 1980.
  - a) This is similar to Kennedy's challenge for the moon. It isn't met in his administration but when it's reached he gets the credit.
  - b) If done well it will markedly counterbalance his pragmatic image with that of an idealist and dreamer.
  - c) This will do much to help him reach the young.
- 5. Secretary Hickle has a tremendous image problem. I know how to help it. If you could suggest to him that he talk with me and let me organize a campaign for his department, I'll sit down with him and contribute my ideas. This could be paid for I'm sure by existing public relations contracts with industries already involved in projects for water pollution solutions, such as the one in the Virgin Islands.

#### B. Film

- 1. We should organize, screen, and catalogue film and tape of the President.
- See 1968 memo.
- I have a full-time film director on my staff so we can shoot certain necessary film if the budget allows.

## C. 1972 Campaign

- 1. The campaign will be totally different this time. We should begin organizing visual materials now, so the President can "stay above the battle" when the time comes.
- 2. Visual materials on Mrs. Nixon now will get her off the firing line at campaign time.
- 3. If the President okays it, a documentary with David, Julie, Tricia, and Mamie Eisenhower could be prepared now. I would like to produce it. An excellent program like this aired in late 1971 could set the mood for the entire election year. Julie is interested in doing documentary production work and she could work under me to learn the business and serve as associate producer of the program.

## V. Miscellaneous Thoughts

- A. This plan will give the White House a coordinated professional approach. It will also open a flow of thoughts and continuous evaluations of progress.
- B. It is important to carefully organize this so that everyone is happy with the TV, the President is confident, the TV assistant doesn't end up an errand boy for the press office, and the lines of communication are kept open.
- C. There will be some stories and outside criticism of the professional approach to TV, but it hasn't hurt us so far and the President can never really be criticized for trying to talk to Americans effectively and openly. TV is still the best means of mass communication today.
- D. If you decide to go ahead, I would like to sit down with the President and listen to his "gut feelings" about TV and his ideas for improvement. By asking certain questions I can get a "sense" of approach to the over-all problems.

Bob, this is a fairly complete but still rough outline.

I'm not sure how we could work out payment for this, but there are probably several approaches. You could even retain my company and have me hire the assistant on my payroll. We can explore this when I see you. If there are any questions, just give me a call. I sincerely believe this is a necessary step.

## CONFIDENTIAL REPORT - TELEVISION PRESIDENT RICHARD M. NIXON

From Roger E. Ailes November, 1968 Television will play a major role in the Presidency of Richard M. Nixon. Whether the administration acts or reacts to it is entirely up to Mr. Nixon and his key advisors. To whatever extent possible, they should make a conscious effort to control Mr. Nixon's image on TV. When it is necessary to run for re-election, it will be the public's composite impression of the President (formed over four years) that will influence them. Television was used well in this campaign, but in four years it will have to be better.

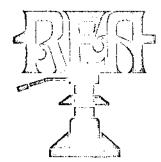
Here are some of the thoughts I've had about the TV planning which I feel should be implemented. I will be glad to elaborate in person.

- Study alternative solutions to TV's "Great Debate" format. (Surely Mr. Nixon will be challenged again and a substitute format can be found that is better for us.)
- 2. Shoot all film consistently with thought of how to use it in the campaign.
- 3. Record history on film. First administration to use film for history.
- 4. Celebrities for Nixon. This needs a complete reorganization and now is the time to do it.
- 5. The same TV Director should be on hand every time the President is on TV (other than newsreel and press conferences).
- 6. Organize party members (Senate and House) build local shows for distribution back home, between Nixon and Congressmen or Senators.
- 7. Day in the life of the President. (Tough Problems on film).
- 8. Experiment with new formats with President one in one direct talk to camera. Give him a style of communication.
- 9. Use of key administration people booked on TV shows.
  Use of TV to carry the administration's point of view.

- 10. Use TV as a political wedge with recalcitrant Congressmen for voting.
- 11. Develop young TV stars of the Republican Party.
- 12. TV can regain much support for Vice-President Agnew.
- 13. Progress reports to the Nation on specific problems. In effect, Mr. Nixon's own TV show giving the public something to look forward to and the feeling he is keeping them informed.
- 14. Series of dialogues with the President by special interest groups, i.e., newsmen, women, youth, senior citizens, even world leaders.
- 15. Use of TV to give background and enlist support for Cabinet members. Work on their TV images.
- 16. Set up, to whatever extent possible, a consistent schedule for Mr. Nixon's use of TV.

These are a few of the things I feel should be done to use the power of TV to enlist public support for Mr. Nixon and the Republican Party and to aid in Mr. Nixon's re-election.

Any TV advisory group should include a TV production and direction specialist who is successfully working in the television industry. The person should also understand Mr. Nixon, his media history and problems, and the aims of the administration.



PRODUCTIONS INC. 888 Eighth Avenue, Suite 7F New York, New York 10019

New York 212-765-3022 Washington 202-966-1411

December 30, 1969

Mr. H.R. Haldeman Assistant to the President White House Washington, D.C.

Dear Bob:

I hope you've had some time to relax over the holidays. Enclosed you'll find:

- a) A report on my conversation with Lee Hayes.
- b) The TV outline we discussed.
- c) A copy of my original memo from Nov. 1968.

I'll look forward to hearing from you to discuss this in more detail. I'll be in California at the Beverly Hills Hotel between January 7th-11th, otherwise I'll be at my New York office.

Happy New Year.

Best regards,

Roger E. Riles

President

REA PRODUCTIONS

REA/wk

WASHINGTON

January 7, 1970

#### MEMORANDUM FOR THE PRESIDENT

In the attached report to me, Roger Ailes outlines his proposal for handling the television requirements that we have discussed frequently.

In essence, Roger proposes that he be retained as a TV consultant in the role of a creative television producer - on call, but not full-time.

He further proposes that we retain in the White House a full-time television assistant who will report to Roger and will handle day to day coverage and coordinating upcoming events for Roger as the producer.

Roger would be on call whenever needed and would regularly spend a few days every couple of weeks at the White House working with the assistant on general planning.

Roger's proposal then goes on to outline the general areas of activity which he would cover and I think you might find it worthwhile to skim through them.

Also attached is Ailes memo to you written in November of 1968 regarding the role of television in the Presidency.

### Recommendation:

I recommend that we go ahead with the proposal as generally outlined by Roger and that we keep open the options to modify this as time goes on. I think Ailes is probably the best man for this job, at least for the present time. He has as much talent and experience in this field as anyone we are likely to find and he has the plus of a working knowledge of you and your staff which will enable him to move in much more effectively and more quickly than would anyone coming from the outside.

APPROVE

DISAPPROVE

H.R. HALDEMAN

Attachments

Reproduced at the Richard Nixon Presidential Library

Alder

WASHINGTON

January 10, 1970 4:50 p.m.

MEMORANDUM FOR: H.R. HALDEMAN

FROM: DWIGHT L. CHAPI

RE: Roger Ailes' Proposal

The following are some thoughts which I would like to express in regards to the proposal which Roger Ailes has submitted regarding the television output at the White House.

I believe that Ailes is probably the best short-term solution to obtaining a qualified television consultant. If he is hired, I think that the message should be made extremely clear that there is nothing permanent about the job. The longevity of the association will be based upon the job which is done upgrading our present television output and also in creating new means of using the medium. In addition I suggest that you make a strong point of the need of his finding the most outstanding young man in the industry to join the White House Staff as the day-by-day television man.

Operationally, it may be best to have the day-by-day man operate independent of either Klein's or Ziegler's office. Obviously he would have to be in close coordination but perhaps it is best not to put him under anyone's thumb except yours. He must develop a rapport with the President and I think that there is a case to be made for having him appear independent and not as a functioning part of the "press operation." This is just a technique for positioning him in the President's mind.

We have two immediate things coming up on the calendar where it would probably be helpful to have Ailes involved. The first is the Art Linkletter Rainbow series which will take place the last week in January and the other is the possible Middle-Sized City Mayors and EQC Trip. It seems to ine that both of these events offer Ailes the opportunity to get into some of the more creative aspects of using television for the President's benefit

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Reproduced at the Richard Nixon Presidential Library

January 7, 1970

MEMORANDUM FOR THE PRESIDENT

In the attached report to me, Roger Ailes outlines his preposal for handling the television requirements that we have discussed frequently.

In essence, Roger proposes that he be retained as a TV consultant in the role of a creative television producer on call, but not full-time.

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Also attached is Ailes memo to you written in November of 1968 regarding the role of television in the Presidency.

### Recommendation:

I recommend that we go ahead with the proposal as generally outlined by Roger and that we keep open the options to modify this as time goes on. I think Ailes is probably the best man for this job, at least for the present time. He has as much talent and experience in this field as anyone we are likely to find and he has the plus of a working knowledge of you and your staff which will enable him to move in much more effectively and more quickly than would anyone coming from the outside.

PDESON: DISMBLICATION

U.R. HALDEMAN

Attachwents HRH:pm Dear Roger:

Prior to our getting together again to discuss your thoughts on TV at the White House, I'm wondering if you could put them down on paper so I might have a chance to review them prior to our discussion. This might also be of value with regard to your evaluation on Lee Hayes.

After this we could get together and both of us could raise any questions after I've had an opportunity to think about what you are proposing.

As you may know, I will be leaving for California on the 20th and plan to spend the Holidays there. However, I have instructed Larry to make sure that your memorands are forwarded directly to me in California so I can get at this thing during the Holidays and be ready to move at the first of the year.

Thanks for all your help this year and best wishes for the Holiday season.

Sincerely.

H.R. Haldeman
Assistant to the President

Mr. Roger E. Ailes President REA Productions, Inc. 888 Eighth Avenue, Suite 7F New York, New York 19919

HRH:LH:pm

cc: Elmer Juanich

WASHINGTON

December 8, 1969

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

Ronald L. Ziegler

RE:

TV Man

Cliff Miller recommended Lee Hays who now works for WNDT, Channel 13 -- the Education Broadcasting Corporation -- in New York City. I have attached Mr. Hays' resume and also a couple of pieces of his work which he forwarded to me.

I had about a two-hour conversation with Hays about three weeks ago. He seems to be creative, well appearing, hard working, and good at the mechanics of television production. On paper he seems to be just the man we would want. I think it would be worthwhile for you to talk to him.

His list of recommendations is good. They are attached. I have talked to several individuals on his recommendation list, including Bill Moyers. Moyers says that he is a good man, knows him only professionally, but feels he is very capable. As a matter of fact, he is recommending him for a job to head up the educational television operation in New Jersey.

Cliff Miller has been looking extensively, as you know, for a television man, and Hays comes with an A rating from Miller.

I talked to Hays today and he is available to come down to talk again on 24 to 48 hours notice. Let me know what you think.

Attachments.

Zu J.



PRODUCTIONS INC. 888 Eighth Avenue, Suite 7F New York, New York 10019

New York 212-765-3022 Washington 202-966-1411

December 2, 1969

Mr. H. R. Haldeman Chief of Staff White House Washington, D. C.

Dear Bob:

I have been meaning to write this for a couple of weeks but have been out of town on business most of the time. These are just a few brief thoughts I had regarding the President's speech on November 3rd. The main thing that he wanted to accomplish which was his sincerity I think worked fine. A single head on camera is very effective. However, the network director can be advised that the close-up shots should be taken toward the beginning of the speech before he begins to perspire. And later he can zoom out to avoid extreme close-ups.

I assume it was the President's own decision not to use a handkerchief. However, if the treated one is available and he is reminded just prior to broadcast, he'll usually go along.

It seems that the new decor in the office was too bright and that the background was busy. The only way to eliminate this is for someone to look at the shot in the truck during setup, and then make recommendations to the director.

Thanks for your last note. I appreciated it.

Best regards,

ROGER E. AILES

President

REA Productions, Inc.

REA:hjs

cc: Mr. John Ehrlichman

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2. News effort into operation.
2. News Blief Print Regel 672 lægne operater from. Muthe posture and impirational for the branchen. Set Pelarin Praylan & local Grantester. I wonderster .

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WASHINGTON

November 13, 1970

MEMORANDUM FOR:

MR. HALDEMAN

MR. KLEIN

FROM:

GORDON STRACHAN GS

SUBJECT:

MEDIA CONSULTANTS

You requested an analysis of the media consultants who participated in the 1970 campaign.

Attached at Tab A is a chart of the consulting firms, campaigns, and won/loss records. This chart shows only those firms which work exclusively for Republicans.

At Tab B is a chart with the same information for those firms who worked for Democrats or for Republicans and Democrats.

Information as to the fees charged by media consultants is difficult to obtain. Published figures indicate that \$100 to \$500 per day is the range. However, the real cost to the candidate depends on whether the media consultant is compensated by taking a cut of the commissions resulting from the purchase of TV or radio time. Frequently, the standard 15% commission is split so that the media consultant's fees are covered by the commissions. A very substantial cost item, though, is technical production expense. equipment with competent operators is usually charged on a per hour basis, and frequently accounts for one-third to one-half of the total cost of the radio and TV spots. Indiana, for example, the technical equipment expense and the creative input by Roger Ailes in Indiana cost Roudebush \$100,000 (Ailes received \$65,000 and offered to do the creative work for the entire Congressional delegation for an additional \$35,000).

The Democrats are generally considered to have had better media work during the 1970 campaign. Charles Guggenheim is the dominant figure. Most of the successful Democratic firms are spin-offs from Guggenheim.

There were some Republican bright spots, however. Mr. Dent feels that the only TV spots which stand out as excellent were those that Treleaven prepared for Cramer in Florida. He also feels that the spots prepared by Guggenheim for Gore were better than Treleaven's for Brock. In Texas, Mr. Dent has heard criticism of the "too slick" character of Bush's spots which also were prepared by Treleaven.

Mr. Chotiner referred me to Wayne Milsap from Danforth's campaign as one of the better media campaigns in his states. The spots for Danforth were prepared by Medion, Inc. of San Francisco. Dick Heffron and Albert Decker are the principals of Medion and very highly regarded by Danforth's campaign staff. Milsap would not disclose the cost. Medion's drawback is that it is a spin-off from Guggenheim. However, Jack Danforth was personally assured by Guggenheim, as an old family friend, that Medion was absolutely professional and confidential.

In Indiana, Norm Wilkens, of McQuade, Wilkens and Bloomhorst is considered very good. He is about 30, did most of the lower level Republican party TV work, and prepared the TV spots for Mayor Lugar's campaign two years ago. He purchases the time for his TV spots and so is compensated by the 15% commission.

In New York, Rick Potter has worked most recently with Al Scott on the 5-minute President Nixon Sunday half-time spots. He also worked with Treleaven on the Brock spots and with Ailes and Treleaven for the President's 1968 spots. He is a Republican in his late 20's from San Diego and is considered competent by Jeb Magruder. Rick is salaried in the low 20,000 dollar range.

The Republican Congressional Campaign Committee found the media work particularly good in three House races. Mike McKevitt, the winner in Colorado's 1st, used Creative Services of Denver. James Bzdek is the young man in charge and is considered capable and comparatively inexpensive.

John Parks, the winner in California's 5th, used Snazelle Production Industries from Hollywood. Gregg Snazelle runs the company and charged approximately \$150 per day.

Although Jay Wilkinson lost in Oklahoma, his TV spots are considered the best of all the Republican Congressional candidates. The spots were prepared by Campaign Group, Inc. of Chicago. James Brady, 30, actually did the work and charged \$20,000 for ten TV spots. \$10,000 went for the technical production cost and \$10,000 for the creative work including placement.

The Republican National Committee's evaluation of media consultants being prepared by Bill Lowe and Buck Limehouse is not yet completed.

A

# Republican Media Consultants

Consultant - age	Campaigns			Result
REA Productions, Inc. (New York) Roger E. Ailes - 29 Robert Ailes - 31 Peter Finley - 28	Sargent . Lukens Meskill Olson Roudebush	Gov. Gov. Gov. Sen.	Mass. Ohio Conn. Wisc. Indiana	Won Lost (Primary) Won Lost  2W 2L lUnd.
Robert Goodman Agency (Baltimore, Maryland) Robert Goodman - 41 Ronald Wilner - 38 Ralph Elsms - 50	Taft Eckerd Eggers Jenkins Prouty	Sen. Gov. Gov. Gov. Sen.	Ohio Fla. Texas Tenn. Vt.	Won Lost (Primary) Lost Lost (Primary) Won 2W 3L
Campaign Systems  (Washington, D. C.)  John Deardourff - 36  Douglas Bailey - 36  John E. Bowen - 38	Cloud Gross Milliken Broderick DuPont Danforth	Gov. Sen. Gov. Gov. House Sen.	Ohio N. J. Mich. Pa. Del. Missouri	Lost Lost Won Lost Won Lost 2W 4L
Earle Palmer Brown & Assoc.  Earle Palmer Brown - about 45	Hogan Gude Beall	House House Sen.	Md. Md. Md.	Won Won <u>Won</u> 3W
Spencer-Roberts & Associates (California) Stuart Spencer - 43 William Roberts - 45 Dick Woodward - 30 Dave Liggett - 28	Reagan Bentley Harman Porteus Murphy	Gov. Gov. Gov. Gov.	Calif. Ga. Kansas Hawaii Calif.	Won Lost (Primary) Lost (Primary) Lost (Primary) Lost IW 4L
Robert-Lynn Associates, Ltd. (Washington, D. C.) Robert F. Bonitati - 31	Weicker	, Sen.	Conn.	Won 1W

I Lynn Mueller - 30

Reproduced at the Richard Nixon Presidential Library

Gordon Knox - 29 Cary W. Sully - 26

Consultant - age	Campaigns			Result
Treleaven Associates (New York) Harry Treleaven - 42 Ken Rietz - 29	Brock Bush Cramer Rentschler Kleppe Romney Domenici	Sen. Sen. Sen. Sen. Sen. Gov.	Tenn Texas Fla. Illinois N. D. Mich. N. M.	Won Lost Lost (Primary) Lost Lost Lost Lost
Stephen Shaddegg Associates (Phoenix, Arizona) Stephen Shaddegg -	Williams Fannin Carter	Gov. Sen. Sen.	Arizona Arizona N. M.	Won Won Lost 2W 1L,
Jack Tinker & Partners (New York)	Rockefeller	Gov.	New York	Won 1W
Civic Services, Inc. (St. Louis, Missouri) Brad Hayes - Ed Grefe - Roy Pfautch -	Wold Burton Beall	Sen. Sen. Sen.	Wyoming Utah Md.	Lost Lost Won 1W 2L
Walsh Advertising (Wilmington, Delaware)	Roth	Sen.	Delaware	Won
Jones & Thomas Inc. (Chicago, Illinois) F. Thomas Bertsche	Smith Goodell	Sen. Sen.	Illinois N. Y.	Lost Lost 2L

- 1 Released by Jim Allison, Deputy Chairman of the Republican National Committee in February, 1970 following statement made by Roger Ailes that REA would offer its services to Democrat as well as Republican candidates.
- 2. Name has been changed to Bailey, Deardourf and Bowen, Inc.
- 3. Earl Palmer Brown responsible for media in Beall campaign.

  Civic Services, Inc. responsible for management, polling and advertising.

## Democrat Media Consultants

Consultant - age	Campaigns			Result
Communications Co. (Washington, D. C.) Robert Squier - 35 Mike Pengra - 31	*Burns *Mandel *Carr Grossman *Muskie	Gov. Gov. Gov. Sen.	Hawaii Md. Alaska Arizona Maine	Win Win Win Loss Win 4W 1L
Saturn Pictures Corp. (New York, New York) William Wilson - 40 Tom Sternberg - 32 Alec MacKenzie - 37	Goldberg	Gov.	N. Y.	Loss lL
Astrafilms, Inc. (Washington, D. C.) Leonard Grossman - 50	McGee Burkick Cannon	Sen. Sen. Sen.	Wyoming N.D. Nevada	Win Win Win 3W
Garth Associates (New York, New York) David Garth - 40 Jeff Greenfield	*Gilligan Ottinger Stevensen Tunney	Gov. Sen. Sen. Sen.	Ohio N.Y. Ill. Calif.	Win Loss Win Win 3W 1L
Lester M. Goldsmith Productio (Los Angeles, California) Lester M. Goldsmith - 36	ns Unruh	Gov.	Calif.	Loss lL
SA Films, Inc. (Hillsdale, New Jersey) Sidney Aronson - 35	*Muskie	Sen.	Maine	Win 1W
Hal Pulchin Productions (New York, New York) Tony Schwartz	*Mandel	Goy.	Md.	Win 1W

Consultant - age	Campaigns			Result
Guggenheim Productions, Inc. (Washington, D. C.) Charles Guggenheim	Hart Moss *Gilligian Kennedy Metzenbaum Gore	Sen. Sen. Sen. Sen. Sen.	Mich. Utah Ohio Mass. Ohio Tenn.	Win Win Win Win Loss Loss
Joseph Napolitan Associates, Inc (Washington, D. C.) Joseph Mapolitan - 41 Michael Rowan - 28	c.*Mandel *Carr *Burns	Gov. Gov. Gov.	Md. Alaska Hawaii	Win Win Win 3W
Rives-Dykes Agency (Houston, Texas)	Bentsen	Sen.	Texas	Win 1W
Take One, Inc. (Miami, Florida)	Chiles	Sen.	Florida	Win IW
Shelby Storch & Co., Inc. (St. Louis, Missouri)	Symington	Sen.	Missouri	Win IW

<sup>\*</sup> More than one firm is listed as being responsible for media work

### MEETING PAPER

Meeting: H.R. Haldeman/Roger Ailes

10:30 - 11/19/70

(you may want Chapin and/or Higby to sit in)

## Subjects you may wish to cover:

1. You may wish to get Ailes' analysis of the election results with particular emphasis on our use of media and the broadcast on the final night. He has some theories about Muskie, and his use of the media, that you may also wish to explore, including his statement to me, that if he were Muskie he would know how to beat us in 1972.

# 2. Ailes' relationship with the White House:

Roger has basically lived up to the verbal agreement that we discussed at the beginning of the year - namely; that on any occasion when we have had need of his services, he has always been available, or offered to make his assistant available.

He was going to try to train Tim Elbourne, but this has basically met with limited success due to Elbourne's relative unavailability. You might want to explore the possibility of Elbourne a bit more. Ailes has done little if any work on the film for the Library. He indicates that he is going to be working on this during the next month, but you may want to explore this with him. At the beginning of the year, there was some question with paying Roger, but in checking with John Brown, I find that our records indicate that we are up-to-date in terms of his payment, so this should no longer be a problem.

### 3. <u>Future Plans</u>:

You may want to solicit from him what he feels his future relationship with the White House should be, indicating that we still have the need for a full-time television man. Perhaps you would like to question him on some of the people mentioned in Strachan's memo to see if he has a reading on any of them. Then indicate to him that it is our feeling that we still need a full-time man here.

### 4. Analysis of News Unit:

I have attached Ailes' comments, along with Klein's for the proposed news unit project. In light of the campaign, he may have some different feelings on this, or he may think it is a project we want to move ahead on now. You may want to get an up-dated reading from him on this.

Attachments

Nov. 19, 1970

April 11/35

MEMORANDUM FOR THE RECORD AND FOLLOW UP

RE: ROGERAILES

Haldeman met with Roger Ailes, Dwight Chapin and Larry Highy at approximately 10:45 a.m. on November 19. Ailes was asked to follow-up on the following items and to have them ready by next Wednesday, November 25.

- 1. Election analysis done on a state-by-state basis.
- 2. Proposal for the use of media by the President (TV) going by the calendar through 1971, taking all the Presidential events and suggesting where other Presidential events should be added.
- A proposal for the First Family and how they could be used, including Mrs. Nixon, David, Julie and Tricia.

In addition. Ailes is to include events he feels we have to do and then the \_\_\_\_\_\_events and how we might make some headway with regard to them, i.e. The Thanksgiving Proclamation.

In addition to this Ailes had many other ideas he wanted to comment on, namely; the restructuring of the RNC and the scheduling, not only of First Family members, but also of Cabinet people and other Administration spokesmen. He also raised the subject of who the new communications man would be at the RNC and indicated it was his feeling he could best serve the Administration by opening an office here in Washington and making the head of that office available to the White House on a full-time basis. In addition we need to be building a base with local broadcasters and television programs for 1972. What basically is needed here, Ailes feels, is

Follow Ander Word a fatility a Game Plan that concentrates State-by State on those states we will be working against and counting on in 172.

Ailes got into the problems we seem to have in really selling what we are doing now. He cited for example our foreign policy decjisions - how brilliant they have been, but how we've failed to really indicate this to the public at large.

Haldeman raised the question of the film library and our need there to have someone continually reviewing the film and building a Nixon documentary that we could run sometime probably late 1971. This would take up the spare time of Ailes' consultant down # here.

With regard to the news programming effort as proposed last summer, Ailes feels this is a good idea and that we should be going ahead with it. Haldeman suggested the name "Capitol News Service" and Ailes will probably be doing more work in this area.

Finally Ailes raised the question of his own future and what he does long-range. Haldeman made no firm commitments to him, indicating first he would like to see what his proposal would be regarding the President's use of TV. Ailes felt the best thing to do would be to open an office down here and be staffed by his man on a full-time basis.

Finally the question of the celebrities supporting the President was raised. It was agreed we need to get something going here, particularly someone out lining up our people for '72. One of our strongest weapons is to use the White House interms of scheduling in building celebrities and getting those people that are basically neutral, committeed to us for 1972.

### MELTING PAPER

Meeting: H.R. Haldeman/Roger Ailes

10:30 - 11/19/70

(you may want Chapin and/or Higby to sit in)

### Subjects you may wish to cover:

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I have attached Ailes' comments, along with Klein's for the proposed news unit project. In light of the campaign, he may have some different feelings on this, or he may think it is a project we want to move ahead on now. You may want to get an up-dated reading from him on this.

Attachments

L.

I tried calling Roger but he's en route to Florida. Will arrive there at 10:00 our time.

P.

Relayed info on to Press office who in turn said they would relay it to Ailes. 3/2/70

J.

Gordon Wade at RNC says that he has the film now at RNC. However, Nelson Gross, XXXXXXXXXIII Chairman in New Jersey had requested it for Tuesday. It will be at the RNC today and tomorrow, however.

Upon return from New Jersey - and there's only one copy, they will have extra copies made of the film.

All All I fell them This:

What he wants hode. L.

P.

MEMORANDUM FOR:

**BILL CARRUTHERS** 

FROM:

DWIGHT L. CHAPIN

As I mentioned to you on the telephone the other day, Bob Haldeman has talked to Roger Alles and Roger is fully aware of your coming aboard here as well as Mark Goode's.

Roger would be willing to get together with you at some future date to go over some materials that he has and give you his opinions regarding the President's use of television and techniques.

If you want any help from me in terms of setting up this meeting, please so advise.



December 23, 1970

MEMORANTUM FOR:

MR. H. R. HALDIMAN

JTT.OM:

DVIGHT L. CHATIN

I have a gut feeling that we are bordering on disaster if we do not get Roger Ailes in and squared away soon. If we handle Roger in the proper way and quickly, I think we can avoid any bad feelings. If Roger finds out that Carruthers and Mark Goode are coming on his own, he just may launch a small offensive which I doubt that we need very much at this time.

DLC:ny

Pecember 10, 1970

MTMORANDUM FOR:

MR. H. R. HALLTMAN

IFOM:

DWIGHT L. CHAITM

FUBSECT:

Fress Conference

Roger Ailes makes a very good point which you may want to contemplate. He does not feel that what the Fresident says tonight at the Fress Conference is going to be very important. What is going to be important is how he looks and the tone in which he handles the questions, etc.

Obviously, he is going to be asked about the rail strike, Hickel, why he hasn't had more press conferences, what happened to the law and order issue during the campaign, and other antagonistic-type questions. The technique which he applies to answering these questions - calmness, coolness, humor -- will all affect the viewer more than his detailed response.

I would imagine that the President will be a little on edge tonight knowing that he is going to be under attack and sensing the indignant mood the press is in. Therefore, it might be well for you to pass along to him the thought that most people will be impressed tonight not by the details in which he explains things, but by the way he finesses with charm and understanding those questions which come his way. You might say that Dick Moore called with an interesting thought to contemplate and then go into some of the things I have mentioned above. I think the President would appreciate Dick Moore's feelings in regard to this subject.

DLC:ny

PR16-2

December 7, 1970

NENCRAPEUM FOR:

ND. H. R. HAIDEWAN

FROM:

DWICHT L. CHAFIT

SUBJECT:

Roger Ailes-Fress Conforance

Roger Ailes wants to know if we want to have him here for the I ress Conference Thursday night. He is going to be here Wednesday working on the Christmas Tree Lighting Ceremony and would stay over to be here Thursday night.

Approve

Disapprove

ZÓLC:nv

 $(\mathbb{R}^{2},\mathbb{R}^{2}) = (\mathbb{R}^{2},\mathbb{R}^{2},\mathbb{R}^{2},\mathbb{R}^{2})^{-1} = \mathbb{R}^{2}$ 

\* \* :

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MEMORANDUM

THE WHITE HOUSE

WASHINGTON

September 9, 1970

PL PL/3125 Ailes, Royce

FOR:

Hugh Sloan

FROM: Bud Wilkinson

RE:

Football Games

Most of the states that have target Senate races will not have nationally televised games. Any home game against a respectable opponent that the President wishes to attend would be satisfactory.

The Texas-Oklahoma game on October 10 from Dallas, Texas will be televised nationally. The following three regional games will cover about 70% of the country:

> Minnesota at Missouri, September 19 Notre Dame at Missouri, October 17 California at USC, October 31

I recommend that the President attend one of the televised games.

Oct 24 January - Blandy Knowly Jan

208

WASHINGTON

MEETING AND PHOTO SESSION WITH SENATOR GEORGE MURPHY Monday, August 31, 1970

10:30 A, M.

The President's Office

### THE PRESIDENT:

### BACKGROUND

Your meeting with Senator George Murphy will be in two parts:

- I. A brief substantive meeting during which Senator Murphy will report on his visit to Israel;
- 2. A session during which SILENT, still and movie photographs will be taken for the Senator to use in his Fall campaign for Senate.

The photographic session will be under the supervision of Roger Ailes who will be here at 8:00 a.m. to supervise the placement of lighting equipment by the photography crews.

### SEQUENCE OF EVENTS

10:30 a.m. The Senator will meet with you and H. Kissinger briefly to discuss his Israel visit.

10:45 a.m. Meeting concludes.

Dr. Kissinger departs.

The film crews will then be admitted into your office.

Secretary Rogers and Attorney General Mitchell will join you for the filming session with Senator Murphy.

Dear Roger:

Bob asked I thank you for your July I letter that awaited him upon return from San Clemente. He is glad to know the problems outlined in your letter regarding the President's makeup for his last telecast from the White House have been noted and necessary steps taken.

Hope to see you seen.

Sincerely,

Lawrence M. Higby Staff Assistant to H. R. Haldeman

Mr. Roger E. Ailes REA Productions, Inc. 888 Eighth Avenue Suite 7F New York, New York 10019

LMH:jj

MEMORANDUM

THE WHITE HOUSE

June 29, 1970

Mr. Chapin

MEMORANDUM FOR BOB HALDEMAN

FROM: Ron Ziegler

RE: Wednesday night T. V. conversation

Bob Seigenthaler of ABC will produce the Wednesday night conversation. He is bright, enthused, and wants to, and is capable of doing an outstanding production. Seigenthaler has been in charge of several of the Apollo space shot pool productions.

I have told Seigenthaler that Tim Elbourne will assist him in any way he can with technical matters, and serve as a contact. I have also informed him that Roger Ailes will be on the scene to work with him and serve as a direct liason between the President and the pool, and between my office and the pool.

Seigenthaler, Elbourne, and the technicians will survey the Precident's office this afternoon. If possible, they would like to do this at lo'clock, and should take a couple of hours. Therefore, it would be helpful the President worked in his residence most of the afternoon. The producer would also like to survey alternative locations around the residence this afternoon, if possible, should a production in the office show too many technical problems.

As is normal procedure in a production of this type, the Washington Bureau Chiefs of the three networks are here in San Clemente. They are:

Bill Small of CBS
John Lynch of ABC
Frank Jordan of NBC

This group will serve as the committee with which we will work out format of the show, and work with on any problems that may arise.

CHAPLY

## June 17, 1970 7:00 p.m. Wednesday

MEMORANDUM FOR MR. STEPHEN B. BULL

FROM:

Dwight L. Chapin

RE:

Fresident's Television Address on the Economy

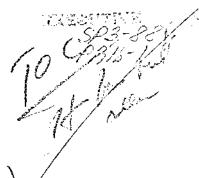
Would you please have Roger Ailes do an evaluation of the Fresident's appearance today on the nationally televised speech on the economy? You might point out to Roger that I still feel that the camera was in too tight on the Fresident for too long a period of time. There also seemed to be some problems with the sound -- at least on the television set that I was listening to.

I think that after every television appearance, we should get an evaluation of the technical side of the show from Roger. I would like you to get this on each occasion and get it to me just as soon as you can.

CC: Mr. Haldeman

DLC:ny





PRODUCTIONS INC. / 888 Eighth Avenue/Suite 7F/New York, New York 10019 / New York 212-765-3022/

2/ Wáshington 202-966-1411

June 10, 1970

Mr. Bob Haldeman The White House Washington, D. C.

Dear Bob:

My New York office just called today about a possible technical problem on the last speech. I will get a copy of the tape here in California and review it.

Ed Simmons will be in Washington over the weekend and review a White House copy. I'll get back to you the first of next week with our findings.

As I said in my previous letter, I watched the show on a lousy hotel TV set and it was impossible to get any color quality.

Best regards,

Roger E XAiles President

REA: gw

MEMORANDUM FOR MR. H. R. HALDEMAN

FROM: Ed Simmons

RE: President's Cambodian Speech - June 3, 1970

I have just discussed with Roger Ailes on the Coast the television speech the President is to make tonight on Cambodia. It was Roger's feeling - and I agree with him - that no mention should be made of the film. Words like, "Here is some film, etc." are gratuitous -- the viewer sees that already.

The film is being run from the NBC Studios over which we have no control. If for some reason the film does not come up and the President has mentioned it. It could be embarrassing. If, however, the President just makes his speech and the film comes up accurately, it only enhances what he is saying. He could use words like, "We have captured so many rifles and heavy mortars" and we will see that.

Roger and I recommend that all references to the film be ommitted from the speech.

Dear Roger:

Many thanks for your letter of May 20. I was glad to receive the information you passed on regarding Dr. Joyce Brothers, and would appreciate your sending me her address and phone number so that we will be able to follow up on your suggestion.

It's always good to hear from you, and I hope we'll have the pleasure of seeing you down this way again before too long.

With kindest regards,

Sincerely,

Rose Mary Woods Secretary to the President

Mr. Roger E. Ailes

President

REA Productions, Inc.

888 Eighth Avenue, Suite 7F

New York, New York 10019

RMW: maf

April 29, 1970

MENICORANDUM FOR:

H.P. HALDEMAN

TROLE:

Roger D. Ailes

This is just to let you know, I'll be appending quite a bit of the during the next month in California because of a I'd show here been developing. I am sorry we have not been able to move fixther on acquising a TV assistant classificant sometimes to permit on a continue of Bedfina Ports will fill the bill on your of the source whether Bob Knott or Bedfina Ports will fill the bill on your of the source is that it would be helpful to have source working the electric tent on a day to day basis and use the for organizing the electric tent. TV events.

I would like very much to get things arranged according to the reliable memo of some months ago since I cannot alloyd to dress the for four days and loss large series of money very frequently. The loss to avoided with organization now. Ufless we solve this in the executed washs, we are going to ten into a situation where the President will need me and I won't be within reach.

ce: Dwight Chapin Larry Highy The President

FROM
THE WHITE HOUSE
WASHINGTON, D.C.

Mr. Roger E. Ailes President REA Productions, Inc. 888 Eighth Avenue New York, New York 10009

28269-2204

To John Moore With best wishes,

Richard Hipon

## ATOMIO DE PREMI ENPROPUOSEDE

mwidegy 7 part 19, 1970

4:05 27.54.

The Versily Thors: o

THE PRESENTERY:

## BACKGROUND

UsiA has just completed a 90-relacte film about Apolic II. Call by 70 it will be previewed simultaneously in freely countries. This is the anniversary date of the kloon landing. To add to the effective and of this film, the opening portion will be of you delivering brief introduction remarks.

## ENDUINCE OF EVERY

4:45 p.ru.

Proceed to Fendly Thestre.

6:50 p.m.

Sorted at a deak which will have been preposition of you deliver appreciately two minutes of the called You will be reading the remarks from a tolepro of the contents.

The filtring is being done by Heart Metroletty Company on behalf of WCIA. Herever, Apper Ail will be present to our ervice all aspects of the production.

## MOTES:

- 1. A copy of the could that will be on the thing growing is attached.
- If convenient to you, you might what to apply week out had a departing the Oral Office.

- Atophon Dall

April 9, 1970 Thursday - 2:30 p.m.

MEMORANDUM FOR MR. RON ZIEGLER

FROM:

Dwight L. Chapin

RE:

Bob Knott

Roger Ailes is extremely anxious to get the Bob Knott thing settled one way or the other. Do you want to talk to me about Knott or are you going to talk to Haldeman? In any case, I have recommended to Roger Ailes that Haldeman meet with Knott and then explore any reluctancies you have. Some way we have got to keep this thing moving.

CC:

Mr. Higby

DLC:ny

Hg.

THE WITTE HOUSE

WASHINGTON

April 7, 1970

mossimi ( WH2-1) PRIG CM/Lighting

MEMORANDUM FOR DWIGHT CHAPIN

FROM: Ron Ziegler

RE: Lighting of the West Terrace Press Facility

I would like to test the lighting on the President in the new Press Room sometime in the very near future. We can get a Navy film crew to shoot a test film some evening after the press has departed. This would take only two or three minutes of the President's time.

If you can give me an idea as to when we can do this, I will work it out with Roger Ailes. Of course, we would want to have our T.V. consultant Roger on the scene.

2 we for the level we for the level of the Royal will have the level of the level o

Nothing else sent to (1/1/20) Central Files as of

MEMORANDUM

# THE WHITE HOUSE

WASHINGTON

March 30, 1970 March 30, 1970

Monday - 6:00 p.m. [1] [1]

11112-2-1

MEMORANDUM FOR MR. H. R. HALDEMAN

FROM:

Dwight L. Char

RE:

\*Press Facility

Mr. David Allen of Colortron worked with Roger Ailes and the architect on the lighting system in the new press facility.

Mr. Allen lives in Washington and if we so desire we can have him here tomorrow morning to take a lighting check for the President in the new facility.

Have him here at 11:45

Wait until Ailes is in town

- lean them.

RECEIVED APR 1 1970 CENTRAL FILES

Reproduced at the Richard Nixon Presidential Library

7 N. T

WASHINGTON, D.C. 20500

PR 16-1

WITCA-A

3 March 1970

Mr. Roger E. Ailes
President

X REA Productions, Inc.
888 Eighth Avanue
New York, New York 10019

Dear Mr. Ailes:

Thank you for your continued interest in our podium work. Based on the meeting with President Richard Nixon, we have designed a podium embodying features that he indicated he would like. Basically, the new design will provide good illumination of the reading surface and will eliminate microphone shadows.

A rough sketch of the new design is attached. The new podium will be 30 inches wide to provide a larger reading surface and the microphones will be recessed into corner wells which should eliminate any shadows from them.

The first unit is being constructed at this time and will be finished at 1200 hours, 6 March 1970.

I Incl

Colonel, USA Commanding

PECEIVED

MAR 4 1970

CENTRAL FILES

PRINTING S.L.



上月Cんかみか。のでは PRODUCTIONS INC. 888 Eighth Avenue. Suite 7F New York, New York 10019

New York 212-765-3022 Washington 202-544-6449

February 26, 1970

Mr. Dwight Chapin White House Washington, D. C.

Dear Dwight:

This is just for your information. You might want to think of how we should handle this in the future. Specifically on the things I last mentioned in my memo on television.

Best regards,

ROGER E. ATLES.

President

x REA Productions, Inc.

REA:hjs

Encl.

: H. R. Haldemann

PR 16

N FMORANDUM FOR: H.R. HALDEMAN

FROM: DWIGHT L. CHAPIN

RE: Television Plan

Status Report Roger Ailes is the only one in with a TV Plan.

I should have everyone's thoughts ready for you by Tuesday

afternoon.

DLC:hle

7 MEMORANDUM

7. Wigh!

THE WHITE HOUSE

WASKINGTON

February 9, 1970

ME MORANDUM FOR:

GENERAL HUGHES

RE:

Reimbursement of Funds

On the basis of a recent recommendation by Roger Ailes, Bob Haldeman approved the fabrication of a velvet-covered portable steel (or aluminum) frame for use as a backdrop during future Presidential telecasts from the Oval Office. Because GSA representatives attended the meeting at which backdrop specifications were discussed and finalized -- and because of the limited time period prior to the President's scheduled February 10th television appearance -- that organization (GSA) was directed to order immediately the necessary materials and proceed with the manufacture of the frame:

In that under normal circumstances the White House Communications Agency has responsibility for providing logistical support for Presidential telecasts and other such events, I am requesting by way of this memorandum that WHCA reimburse GSA for whatever expenses were incurred in this project's completion.

If you have any questions concerning these arrangements please direct them to John Brown, the Staff Secretary.

Thank you.

Alexander P. Butterfield
Deputy Assistant to the President

cc: Mr. John Brown

Mr. Bill Hopkins

RECENTED OF TO SERVICES



PRODUCTIONS INC. 888 Eighth Avenue, Suite 7F New York, New York 10019

New York 212-765-3022 Washington 202-966-1411

EHRLICHMAN, JOHN DE ///

January 30, 1970 .

Mr. John D. Ehrlichman Assistant to the President The White House Washington, D. C.

Dear John:

Thanks for your note of January 27. I appreciate your thoughts and encouragement. It looks as though I'll be working more regularly down there, so I'll see you soon.

Best regards,

ROGER E AILE President

x REA Productions, Inc.

REA: hjs

Reproduced at the Richard Nixon Presidential Library

Nothing clsa sent to Central Files as of LEB RIDIO

STORY WILL

January 27, 1970 Tuesday - 10:00 a.m.

#### MEMORANDUM FOR MR. LARRY HIGBY

FROM:

Dwight L. Chapin

RE:

Haldeman Appointment

As I mentioned yesterday, I think it is important that Bob have a meeting with Roger Ailes, Herb Klein, and Ron Ziegler to explain Roger Ailes' position here at the White House.

I have talked to Roger about this matter and it is his suggestion, and Magruder and I concur. that Bob should meet with all three of the above individuals in order to make sure everyone understands the setup.

I realize you may want to recheck this with Roger, but this was his feeling as of yesterday.

DLC:ny

RECEIVED

JAN 2 8 1970

CENTRAL FILES

English The South

## January 27, 1970

Dear Roger:

 I have just read your interview in U. S. NEWS AND WORLD REPORT.

I wanted to let you know what a good job I thought you did.
You showed a rare mixture of knowledgeability and discretion.

Congretulations and bost wishes.

Yours sincarely,

John D. Thriichman Assistant to the President for Domastic Affairs

Rir. Roger Alles REA Productions, inc. 588 Tighth Avenue, Suite 7F

New York 19919

JDE:jlh

bcc: Bob Haldeman

January 13, 1970

Dear Boger:

Time goes by rapidly and I'm sorry to be so long answering your letter about the Jeremy Shamus idea.

The problem would involve what kind of students. To be a hit show they would have to be controversial. They should not just feed questions.

Because I have reservations on the direction and gains involved I'd not want to be responsible for securing a sponsor or guaranteeing all cabinet officers.

I appreciate your confidential interest, but I think this is their problem and should remain so.

Best regards,

Sincerely,

Herbert G. Klein
Director of Communications
for the Executive Branch

Mr. Roger E. Ailes
- President

REA Froductions Inc.
888 Fighth Avenue, Suite 78

AT .... When well to the to the total of the total to

## January 10, 1970 4:50 p.m.

1300-00

MEMORANDUM FOR: H.R. HALDEMAN

FROM: DWIGHT L. CHAPIN

# RE: Roger Ailes' Proposal

The following are some thoughts which I would like to express in regards to the proposal which Roger Ailes has submitted regarding the television output at the White House.

I believe that Ailes is probably the best short-term solution to obtaining a qualified television consultant. If he is hired, I think that the message should be made extremely clear that there is nothing permanent about the job. The loggevity of the association will be based upon the job which is done upgrading our present television output and also in recating new means of using the medium. In addition I suggest that you make a strong point of the need of his finding the most outstanding young man in the industry to jobn the White House Staff as the day-by-day television man.

Operationally, it may be best to have the day-by-day man operate independent of either Klein's or Ziegier's office. Obviously he would have to be in close coordination but perhaps it is best not to put him under anyone's thumb except yours. He must develope arapport with the President and I think that there is a case to be made for having him appear independent and not as a functioning part of the "press operation." This is just a technique for positioning him in the President's Mind.

We have two immediate things coming up on the calendar where it would probably be helpful to have Ailes involved. The first is the Art Linkletter Rainbow series which will take place the last week in January and the other is the possible Middle-Sized City Mayors and EQC Trip. It seems to be that both of these events offer Ailes the opportunity to get into some of the more creative aspects of using television for the President's benefit

DLC:hle

60: -1

#### December 19, 1969

Dear Roger:

Prior to our getting together again to discuss your thoughts on TV at the White House, I'm wondering if you could put them down on paper so I might have a chance to review them prior to our discussion. This might also be of value with regard to your evaluation on Lee Hayes.

After this we could get together and both of us could raise any questions after I've had an opportunity to think about what you are proposing.

As you may know, I will be leaving for California on the 20th and plan to spend the Holidays there. However, I have instructed Larry to make sure that your memoranda are forwarded directly to me in California so I can get at this thing during the Holidays and be ready to move at the first of the year.

Thanks for all your help this year and best wishes for the Holiday season.

Sincerely.

H.R. Haldeman

Assistant to the President

1180 -

Mr. Roger E. Ailes
President REA Productions, Inc.
888 Eighth Avenue, Suite 7F
New York, New York 10019

HRH:LH:pm

cc: Elmer Juanich

December 2, 1969

Mr. H. R. Haldeman Chief of Staff White House Washington, D. C.

Dear Bob:

I have been meaning to write this for a couple of weeks but have been out of town on business most of the time. These are just a few brief thoughts I had regarding the President's speech on November &rd. The main thing that he wanted to accomplish which was his sincerity I think worked fine. A single head on camera is very effective. However, the network director can be advised that the close-up shots should be taken toward the beginning of the speech before he begins to perspire. And later he can zoom out to avoid extreme close-ups.

I assume it was the President's own decision not to use a handkerchief. However, if the treated one is available and he is reminded just prior to broadcast, he'll usually go along.

It seems that the new decor in the office was too bright and that the background was busy. The only way to eliminate this is for someone to look at the shot in the truck during setup, and then make recommendations to the director.

Thanks for your last note. I appreciated it.

Bestreegards,

ROGER E. AILES President REA Productions, Inc.

REA:hjs

cc: Mr. John Ehrlichman

RECEIVED

JAN - 9-170

IJAHAL FILES

## November 14, 1969

Dear Roger:

Many thanks for your congratulatory note of the 13th.

I appreciate your vote of confidence and support.

Best personal regards.

Yours sincerely,

John D. Ehrlichman Assistant to the President for Domestic Affairs

Mr. Roger E. Ailes REA Productions, Inc. 888 Eighth Avenue, Suite 7F New York, New York 10019

JDE:JLH:jlh

Dear Mrs. Jones:

Your letter of July 25 to the President was referred to my office. I am sorry to have taken so long in responding.

Mr. Ailes is privately employed in New

Mr. Ailes is privately employed in New York/City, and in addition serves as a consultant to the Republican Mational Committee.

with best wishes,

Sincerely,

Herbert G. Klein Director of Communications for the Executive Branch

Mrs. Charles W. Jones 200 Worth Warminster Rond Hatboro, Pennsylvania 19940

HGK: RCO: jas

September 23, 1969

Dear Roger.

Rose Woods sent me a copy of your letter to her. I would like to add my own congratulations to the accolade. After seeing the show you produced in Los Angeles, we think you are the greatest.

Your new show is most exciting, for lots of reasons. One of them is that it is a real boon to the Administration having an intelligent intelligence agent in the talent field who can tell us who is a good performer-cum-Republican.

I would welcome your suggestions and advice, and look forward to working with you again.

All the best.

Sincercly yours,

Lucy Winchester Social Secretary

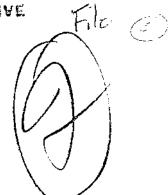
Br. Roger E. Ailes
President
REA Productions, Incorporated
888 Eighth Avenue, Suite 7F
New York, New York 10019

LW/tt

Wiel you ever have time for D.C. ? We hope so,

exicotive





September 19, 1969

## MEMORANDUM FOR

Dwight Chapin

From:

John C. Whitaker

Re:

President and Holton doing TV - Rose Garden

After you told me "we've done that", I checked with Holton who said that that was simply film with no sound and that he wants to discuss on camera with sound Federal/State relationships with the President and make a five-minute TV tape out of it.

I think the President should do this and you should get Roger Ailes down to put the production together.

And the second

September 18, 1969

Dear Roger;

Mrs. Lucy Winchester, Social Secretary, handles all of the arrangements for entertainment at the White House and she would be the person to talk with concerning the suggestion in your letter of September 16. I will send her a copy of your letter and tell her that you will be getting in touch with her.

I don't blame your mother for being proud of you --- we all are. Good luck.

With best personal regards,

Sincerely,

Rose Mary Woods
Personal Secretary
to the President

Land Carlo

Mr. Roger E. Ailes President REA Productions, Inc. 838 Eighth Avenue, Suite 7F New York, New York 19919

cc: Lucy Winchester w/copy of incoming

RMW: maf

PRICE.

August 26, 1969

Dear Al:

Thank you very much for forwarding a copy of the letter you received from Charles L. Chester on broadcasts from the President's office. I have taken the liberty of forwarding a copy to Roger Ailes in case he has any additional thoughts or comments.

Looking forward to seeing you soon,

Sincerely,

H. R. HALDEMAN Assistant to the President

Hr. Alfred Scott 870 United Nations Plaza New York, N. Y. 10017

bcc: Mr. Roger Ailes Mr. Jeb Magruder

HRH/LH/aej

July 24, 1969

Dear Mr. Ailes:

Enclosed please find a selection of photographs which we made last Sunday night which I thought you might like to have for your files.

Sincerely yours,

Ollie Atkins

Mr. Roger Ailes
President
REA Productions
Suite 7F
888 Eighth Avenue
New York, New York 10019

Enclosures

June 30, 1969 1049-1

TO:

Carson Howell

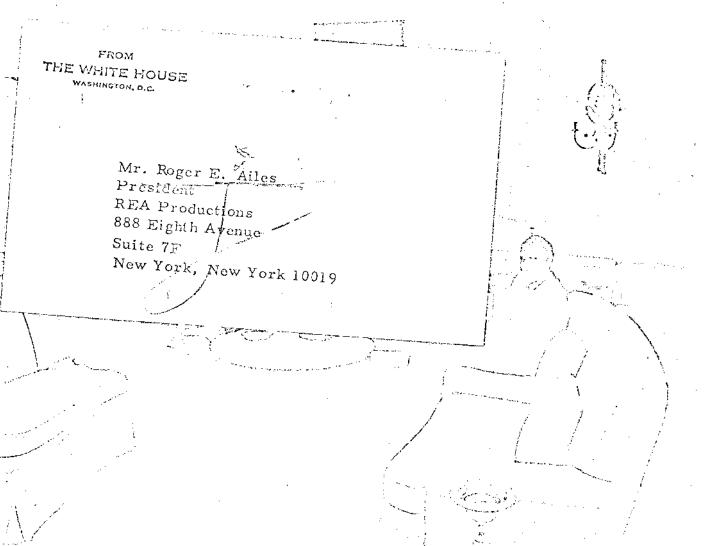
Attached is a bill for the sum of \$1300 which represents the expenses incurred by the White House for lighting consultation and modifications of the President's podium. This work was necessitated by an inadequacy in lighting that was discovered when the President delivered his Vietnam speech in May. Because White House Communications was unable to rectify the problem, it was necessary to turn to an outside professional group.

It is requested that payment be made to R.E.A. Productions, Inc.

Jager E. Alles

Stephen Bull

EXECUTIVE FR 5-1/



Roger Ailes
With appreciation for his invaluable assistance and with best wishes,

Rih Mije

The President

FROM
THE WHITE HOUSE
WASHINGTON, D.G.

Mr. Roger E. Ailes
President
REA Productions
888 Eighth Avenue
Suite 7F
New York, New York 10019

o Roger Ailes
With appreciation for his invaluable assistance and with best wishes,

# THE WHITE HOUSE - WASHINGTON

April 3, 1969

Dear Roger:

I received word from the Honorable Rogers Morton the other day that he had discussed your participation in future events with Herb Klein and Harry Treleaven. Congressman Morton requests that you be in contact with Harry Treleaven at the Republican National Committee after April 15 to try and develop fully your future relationship with the RNC.

Sincore!

Best regards.

M.R. Haldeman

Assistant to the President

Mr. Roger E. Ailes
President
REA Productions, Inc.
888 Eighth Avonue
Suite 7F
New York, Xew York

- REMEIVED APR 7 1989 CENTRAL FILES

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Anril 3, 1959

Derr Hoger:

I received word from the Honorable Rogers Morton the other day that he had discussed your participation in future events with Herb Kiein and Harry Treleaven. Congressman Morton requests that you be in contact with Harry Treleaven at the Republican National Committee after April 15 to try and develop fully your future relationship with the RMC.

Best regards.

HRH:LH:pm

Sincerely,

H. S. Walderse Arcistant to the President

Mr. Roger E. Ailes
President
REA Troductions, Inc.
388 Eighth Avenue
Saits 7F
Hew York, New York
10019

## April 1, 1969

Dear Roger:

My belated thanks for your letter.

I appreciate having the report on
television planning. I enjoyed
seeing you and will keep in touch.

All of us are most grateful for your splendid contribution to the Nixon victory. I hope to be able to work out things along the lines we discussed and I'm pleased with the meeting you had regarding the 70 campaign.

With best wishes,

Sincerely,

Herbert G. Klein Director of Communications for the Executive Branch

Mr. Roger E. Ailes
President
REA Productions
383 Eighth Avenue
Suite 7F
New York, New York 19019

HGK:MEW:dwv -

# March 27, 1969

Dear Roger:

This is just a note to acknowledge your March 18 letter. I have contacted Rogers Morton and informed him of your interest in being of assistance to any Congressmen or Senators seeking guidance on arrangements for television appearances.

With best regards,

Cordially,

H. R. Haldeman Assistant to the Fresident

Mr. Roger E. Ailes
President
REA Productions, Inc.
888 Eighth Avenue
Suite 7F
New York, N. Y. 10019

March 4, 1969 5:30 p.m. EXECUTIVE PROPERTY.

MEMORANDUM FOR: H. R. HALDEMAN

RE: Schedule Considerations

## APPOINTMENTS

Okay		. No	. Other		•
The Namid-M through would: ment. Presid	ational Associational Association Duck Senator They do ent and Score a listech	ring the prot- Hruska made this group. I not wish to menator Hruska	attlemen will election perio a commitmen Ve are boing l set with Hand is very firm esy call durin	be in Washingtond, John Mitchell that the Prein acid to our consistency with the about this. Mang the mid-March	n H dont mit- ne y I
	-		•		
Yes_		. No	Office	the state of the s	. <b>_•</b>
The Bo taken v	oys' Club o	of America we	ould like to be ear." This r	ve a publicity p equest comes fr	ictura
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The Botaken val Col. Yes Houry to Fra	eys' Club owith their  They v  Loonie ho	of America we "Boy of the Y could like to do.  . No.	ould like to be ear." This re e it mid-Mar-	ve a publicity p equest comes fr	ictura com

Reproduced at the Richard Nixon Presidential Library

## March 26, 1969

Dear Angers:

During the past campaign many of the President's television appearances were very ably arranged by Roger Alles. The President was very pleased with the capable manner in which Roger carried out his responsibilities and the results, of course, speak for themselves.

In the months shead you may receive inquiries from many Congressmen and Senators asking your advice on arrangements for upcoming television appearances. The President feets that Roger could be of assistance to these individuals and that you might bring him to their attention. His address is REA Productions Inc., 888 Eighth Avenue, New York, New York 19019.

With best regards,

Cordially,

M. R. Haldenian Assistant to the President

Monorable Rogers C. D. Morton Republican National Committee 1625 Tye Street, N. W. Washington, D. C.

JRE/tad

March 10, 1969

Dear Roger:

Although I will be seeing you on Thursday, I wanted you to know I very much appreciated your letter and will get to work right away on your request for the autographed picture for your office.

I am delighted that things are going well. You know you have my very best wishes, as well as those of the President. He is grateful for all that you have done in his behalf.

Sincerely,

Dwight L. Chapin Special Assistant to the President

Mr. Roger E. Ailes
President/REA Productions
888 Eighth Avenue
New York, New York 10019

DLC:ny

of the same

January 22, 1971

FS6-11-1/CARROW,
PRT
PRIGH

PRIGH

FG6-11-1/EDDE, MARK

Ailes, ROOTR

MEMORANDUM FOR:

H.R. HALDEMAN

FROM:

DWIGHT L. CHAPIN

Bill Carruthers would like to see you today or tomorrow. He wants to discuss the following:

1. You and Bill had discussed the need to have an agreement on the minimum number of Carrather's consulting days for the first year. Bill would like to agree on that figure with you.

### Solution

- a. Carruthers offers a rough estimate of 175 days per year as the minimum. This would include time working on White House matters out of California.
- Three and a half days per week will probably be his minimum. That is 182 per year. I would suggest the 3.5 day per week minimum.
- Carrethers wants to get out the fact that he is associated with the White House within his profession. Reason - he is vague about trips to Washington and dodging the issue among associates.

### Solution

- a. Ziegler should not make an announcement of the association.
- b. Let Carruthers look the story to the trades in Los Angeles It should be played as low key as possible. Should act to clarify. Ziegler will verify if asked.

Dear Rog:

Mare are the photographs you requested.

Good to hear from you again.

Best regards,

Ollie Atkins

Mr. Roger E. Ailes
President
Roger Ailes & Associates
888 Eighth Avenue
Suite 7F
New York, N. Y. 19019

Enclosures

# May 18, 1971

Dear Roger:

We will pick up some things as per your letter of the fourteenth and send them to you. Just give us a little time.

Best regards,

Ollie Atkins

Mr. Roger E. Ailes President Roger Alles & Associates 838 Wighth Avenue Suite 75 New York, N. Y. 10019



ROGER AILES & ASSOCIATES, INC. 888 Eighth Avenue. Suite 7F New York, New York 10019

212-765-3022

May 14, 1971

Mr. Ollie Atkins Chief Photographer The White House 1700 Pennsylvania Avenue Washington, D. C.

Dear Ollie:

I stopped in to see Jeb Magruder at the Citizens for the Re-election of the President office the other day and spotted some of the photo blowups that they have on the wall there. I'm working on a couple of special projects for the Republican National Committee at the moment.

I wonder if it would be possible to get a few of those blowups (llx14 if possible) to hang in my new office in New York. We are moving into new quarters the end of the first week of June and I would love to have a shot of that split screen to the moon. Also a color blowup of the White House at night and possibly one of the Oval Office, particularly that one shot with the fish-eye lens would be great for my new reception area. We are adding some photographs of some of the other work that my firm has done and our decorators are presently planning the whole space. Of course, I would be happy to pay you whatever it would cost to get those photographs, and if there is any problem as far as clearance, I'll be happy to talk with Bob Haldeman about it. I'm sure, however, that they would have no objection. I'm still in close contact with all of the people there.

I hope all is going well with you.

6357-23

Best regards,

Roger E. Ailes

President

REA/lam

P.S. A color blowup of the astronauts' return that we did in Hawaii would be great, particularly one showing Diamond Head. The Reproduced at the Richard Nixon Presidential Library

46 6-11-1 Ailes, Roger & THE WHITE HOUSE

WASHINGTON

May 21, 1971

Mr. Roger E. Ailes REA Productions, Inc. Suite 7F 888 Eighth Avenue New York, New York 10019 Dear Mr. Ailes:

In order to facilitate your accommodations during your consultation visits to the White House, as a White House Consultant, we have set aside Room 175 for your utilization on these occasions. - This room is adjacent to the President's Office in the E.O.B. and will have sufficient secretarial assistance during your stays. Would you please notify my office four to five days in advance, if at all possible, of any trips or visitations to the White House in order that we may insure that the office is free and that you will have the necessary secretarial assistance to accommodate your official business requirements.

Please let me know if I can be of assistance to you during, or prior to, any of your visits to Washington.

Most Sincerely,

on M. Huntsman Special Assistant to the President

> RECEIVED JUN2 3 1971 CENTRAL FILES



July 2, 1971

Mr. Ollie Atkins White House Photographer The White House Washington, D. C.

Dear Ollie:

I read the recent article on you and thought it was excellent. You handled the questions like a pro. And, by the way, you do one hell of a good job photographing the President.

Thanks for sending those color prints. If I can ever be of help, give me a call.

Best regards,

Roger E. Ailes President

REA/lam

Dem Roj z

Bob has acted that I between the your latter of June 30. We are sween of David Frost's decise to do an interview with the President and have discussed the possibility intermally many form.

Although their are no pleas at the present time to proceed with setting up this interriew, we will keep your to a terridation and thoughts in mind.

Thank you for the their in you give his on the Fensi's needing the Ferridant's television show the evening before. We were very interited in posting a technical reading and appreciated the comments you had to offer.

Hone to see you soon.

Sincerely,

Duright L. Chopin Deputy Assistant to the President

Mr. Rumb II, Alba 838 Saventh Amendo New York, MM. 10019

CHITTAL PLES

· P

Constitute Tennions

July 21, 1971

Doar Roper:

I received your letter dated July 1, and appropriate your thoughts regarding the President.

I have forwarded this information to Dwight and I'm sure that ho'll fit it in if possible.

with best regards.

Sincerely,

Administrative Assistant to U.R. Laldeson

Mr. Rojer E. <u>Siles</u>
ROCH PJAILES and ADSOCIATES, 170.
S88 Seventh Avenue
Hew York, Hew York 10019

cc: Dwight Chapin -- FYI

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BEZ - 12 - CUAShinglad SENNINGS

July 21, 1971

Dear Soger:

I received your letter dated July 1, and appropriate your thoughts regarding the President.

I have forwarded this information to Dwight and I'm sure that he'll fit it in it possible.

with bost regards,

Sincerely,

Administrative Assistant to V.R. Haldedan

Mr. Roger B. Ailes ROGER AILDS and ASSOCIATES, ISC. 013 Seventh Avenue New York, Sew York 18819

cc: Dwight Chapin -- FYI

JUL 2 D 15/1 CENTRAL

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dg FILE MEMO:

SEE: C.F. FG 6-11-1/Ailes, Roger for corres. dated 3/9/71 re. Roger AILES. FIORENTINO ASSOCIATION.

EXECUTED SP3-88

SP3-88

RP

KNOH, Bob

LAPORTA, Bob

Ailes, Roger E.

June 8, 1970

Mr. Robert Haldeman Assistant to the President The White House Washington, D. C.

### Dear Bob:

I trust everything went well with Ed Simmons last week. If you have any suggestion on this please send them along. Ed is a good man and I trust him. I took a few notes on the speech which I'll enumerate below:

- 1) I warehed the speech on a hatel set so the color the make-up job. His eyes seemed a little dark to me, but I'll review this next time I'm in the White House.
- 2) I watched CBS and Dan Rather ran over the visual part of the President's introduction, but this was out of our control.
- 3) There were a couple of noises during the speech which sounded like he hit the microphone. Maybe it was placed too close. I'll review this with WACA.
- 4) The President did not use the handkerchief during the speech and the director stayed on the close up much too long. It hade him look a little like he had a runny nose. When I'm there I can talk him into the handkerchief and talk the director into backing out to a medium shot after the first five minutes. Our full time TV assistant, if we ever get one, will be able to establish this kind of rapport.

September 9, 1971 F. = 6-11-1 | contact from A.

MOTORFADOT FOR: RODERT H. PINCH

FFO":

WARMEN RENDEIRS

777

TV TAPING - SEPTEMBUR 9, 1971

You have agreed to participate with "rs. Finch in filming an approximately fifteen to twenty minute TV segment of "Luncheon at the Capitol" being produced by Roger Ailes. The show will be reminicent of the Stork Club Show where a number of dignitaries and VIP's are interviewed while having lunch at the Matergate Terrace Cestaurant. This is the first show, others will follow. Others participating today include Pearl Acata, Pobert McCommick Blair, Virginia Enguer, Astronaut Scott, Carol Channing, and Secretary Chaffed.

Filming wift Degin at 2:00 P.M. and continue until approximately 4 p.M. Moger is aware of Mrs. Tinch's luncheon at Slair House which will not be concluded until approximately 3:15 P.M.

Roger will meet you upon your arrival at the Watergate Postaurant, and introduce you to June Lockhardt, from Hellywood, and, according to Ailes, very bright, who will do the interviewing. While you and Wrs. Finch are seated at a table June will join you for a very informal conversation. Toger said that subject matter is completely up to you but did suggest a couple minutes describing your long association with the President showing him as a warm and ressionate man.

Luncheon at the Capitol will be aired in both Washington, D.C. and New York sometime later this month.

BKII: Vn x file WKH file PAGE 22

# THE INDIANAPOLIS STAR

Where The Spirit Of The Lord Is, There Is Liberty

H Corinthians 3:17

EUGENE C. PULLIAM, Publisher

"Let the people know the facts and the country will be saved." – Abraham Lincoln

# A Weakened America

Senator Henry M. Jackson (D-Wash.) was right in warning that the Soviet Union's buildup of offensive power could cause the United States to back down in a future confrontation.

He criticized the Nixon administration for declaring "an era of negotiations" at a time when the growing military strength of the Soviets makes the need for negotiating minimal in Soviet eyes. Negotiations between equals are possible. Negotiation is unnecessary for a state strong enough to grab what it wants or do what it wants without fear of having to contend with any interference.

As the Paris peace talks have demonstrated with stony certainty, negotiation is impossible with an enemy that refuses to bargain — and the real enemy is not North Vietnam, but the Red duo of China and the Soviet Union. They are underwriting North Vietnamese aggression in Indochina and have made it plain they will intervene with their vast force if South Vietnamese troops invade North Vietnam to smash and dismember the military that has kept Indochina at war for a generation.

Red imperialism moved cautiously during the time just after World War II when the United States had a monopoly of nuclear weapons. The Communist powers then were more than willing to negotiate and did so although they outmaneuvered and outbargained the U.S., whose foreign policy at the time was heavily influenced by pro-Com-

munists in the State Department.

The Reds set up shop in North Vietnam and North Korea, organized Communist governments in Eastern Europe and Czechoslovakia and gained control of China. But they carefully avoided overt armed aggression which would have brought them into collision with U.S. military force. Soviet leaders were well aware of the U.S. nuclear-armed strategic bomber force in the air around Soviet borders 24 hours a day.

President Harry S Truman announced Sept. 23, 1949, that the U.S. monopoly had been ended with the explosion of a nuclear bomb within the Soviet Union. Open aggression was soon to follow.

On June 25, 1950, six months later, 60,000 Communist North Korean troops spearheaded by more than 100 Russian-built tanks and eventually to be reinforced by Red Chinese "volunteers," invaded South Korea, starting the Korean War.

Nevertheless, the U.S. nuclear force remained a powerful enough threat later in the hands of President Dwight D. Eisenhower to compel the Reds to sign the armistice ending the Korean hostilities.

Since then, as Communist military power has grown, Communist expansionism has been on a bold adventurous course. Red China has developed nuclear weapons and is working on carriers and the Soviets have built both nuclear and conventional military forces outstripping those of the U.S.

In the U.S. at the same time, so-called "peace" factions with shady and often overtly Communist and fellow-traveler connections have been demanding unilateral disarmament by the U.S. and succeeded in getting liberals in Congress to dismantle a considerable part of the nation's defense establishment.

Senator Jackson was right in saying that the U.S. should insist in the Strategic Arms Limitation

# House Bid To Become

e party.

From Mr. Lowenstein's area also

as the Democratic possibilities were acceptable to him except "Scoop" Jack-

he wouldn't

son-something

to a chese down

these efforts to cut off the Washington

n with his upport for y splitting Democratic

Lowenstein Americans

Jackson White House

By ERNEST CUNEO Copyright North American Newspaper Alliance, Inc.

Washington-Senator Henry (Scoop) Jackson (D-Wash.) is in the race for his party's presidential nomination. According to high-level sources close to the Washington State senator, Jackson will make the official announcement launching his candidacy in the tall, probably in mid-September.

"Kites rise against the wind" declares an old Chinese proverb. This describes the political fortunes of Senator Jackson. The opposition designed to blow up his candidacy has blown it far up in the political heavens.

FOR THE LAST month, there has

been an intensive effort to throttle a Jackson candidacy. This took the for of Democratic resolutions in the Sena and elsewhere of such dovish natu that Senator Jackson couldn't possib accept them. All of the other candidate do; Senator Jackson does not.

The thrust of the resolution was i write a 1972 platform excluding Sens tor Jackson in all but name. The effect of the resolution was to make the sena tor considerably more resolute than be fore their passage. In terms of politica poker, he accepted the raise and h stayed in.

THE NEXT EFFORT was so braze: that national Democratic chairman Law rence O'Brien denounced it. As voiced by Howard Samuels in a Democratic finance committee meeting, this was a motion to cut off all funds to any nominee who did not openly advocate the quickest liquidation of the war it Vietnam.

Since Senator Jackson, alone among those named for the Democratic nomination, is unwilling to dictate to the President on a military decision, the net effect of the Samuels resolution would be to cut off any Democratic national committee funds for Senator Jackson in the event he were the nomi-

MR. SAMUELS, a likeable fellow whose forte was and is plastic clothespins and clotheslines, reached the end of his rope when it was revealed he wasn't even a contributor,

As the impartial umpire, Mr. O'Brien, a pro, was both incisive and definitive

Turn to Page 8, Column 4

Democratic center believe that Jackson starting in New Mexico and continuing across Texas, will sweep the South so border states, Tennessee and Kentucky with possible leads in Missouri and nountain states.

THE "SCOOP" is expected to scool up none of the northernmost Midwes anybody's

In hard cold count, Jackson is estimated to have 600 votes going in — : he news; the news is that Jackson

against him in California senator-by resolution, by finance and

President also offered him the job President Nixon specifically

most certainly

against President Nixon, simultaneously. THIS CLEARS the track and Senator dents think him the most qualified Jackson holds the middle. he Democratic nominges

**Presidential Phone Calls** TIME: SUBJECT: nsh Presidential Library Photocopy

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# T THE BOST OF THE STREET OF TH THE WHITE HOUSE CORRESPONDENCE TRACKING WORKSHEET

INCOMING

DATE RECEIVED: DECEMBER 18, 1989

NAME OF CORRESPONDENT: MR. ROGER AILES

SUBJECT: WILL BE HAPPY TO ASSIST THE UNO IF IT IS

DESIRED; WOULD LIKE A COPY OF A TELEVISION

INTERVIEW WITH A COSTA RICAN BOY TO WHOM THE

PRESIDENT GAVE HIS NECKTIE

			AC'	TION	DISPO	SITION
ROUTE TO: OFFICE/AGE	NCY (ST	AFF NAME)		DATE YY/MM/DD		COMPLETED YY/MM/DD
JOHN SUNUN		OTE.	ORG 1	89/12/18		90101110
Sinca	REFERRAL N	OTE:	R-9	10/01/04	1-7	90101108
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COMMENTS:	Bruce 2 Could n	anea calle of be loca	ed Aile	<u>s - "in</u> :	terview	
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LETTER AT ALL TIMES AND SEND COMPLETED RECORD TO RECORDS MANAGEMENT.

# Bush Presidential Library Photocopy:

### THE WHITE HOUSE WASHINGTON

January 8, 1990

TO:

**Ed Rogers** 

FROM:

BRUCE J. ZANCA Office of Public Event and Initiatives

We fully researched Roger's request. The Navy TV unit does not have the tape. I have called Roger with the bad news. Let me know if you need us to do anything else.

THE WHITE HOUSE WASHINGTON

Date: January 4, 1990

FOR:

SIG ROGICH

FROM:

**ED ROGERS** 

Action

Your Comment

Let's Talk

FYI

Please handle or advise.

It's important that the Governor be responsive.

Thanks.

# Ailes Communications, Inc.

December 12, 1989

Governor John Sununu Chief of Staff The White House Washington, D.C. 20500

Dear Governor,

As I mentioned in October, we are ready to assist the UNO if you and they believe it is desirable. Members of my staff will be in San Jose, Costa Rica frequently in December and January if meetings can be arranged there.

By the way, we have tried unsuccessfully to obtain a copy of a TV interview with the young Costa Rican boy to whom the President gave his necktie in October. Reports of the interview were that the boy was very touched by the gesture. Could you ask one of your assistants if that tape exists? Thanks.

Best ragards,

Roger Alles

RA:sb

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THE CHIEF OF STAFF

ROGER AILES

They didn't lay a glove on you. This cartoon indicates your time is coming that your time is coming

# **Bush Presidential Library Photocopy**

## THE WHITE HOUSE

WASHINGTON

# ORM OPTICAL DISK NETWORK

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Remainder of case not scanned.	
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TO: Governor Sununu

FROM: RA

DATE: August 17, 1990 RE: Press Availabilities THE CHIEF of STAFF has seen



As you know, when I had lunch with you and the President, I am the biggest advocate of the President getting some vacation time. I think the American people understand as well. However, (far be it from me to suspect a media conspiracy) I have had at least half a dozen calls very recently from the press trying to lead me into discussions like, "fiddling while Rome burns", "golfing while Americans are being taken hostage", etc.

The only reason this is of concern to me is that I notice the networks beginning to show more and more footage of the President in the golf cart. It is very clear that they have a point of view which does not represent a fair picture of how the President is handling the crisis.

During several breaks this morning, CBS cut directly from the President riding in a golf cart to footage of soldiers marching. They also add editorial comments over this footage, which suggests the President is not concerned. It is my judgement that the American people simply don't believe this about George Bush, and therefore there will not be a major repercussion. On the other hand, I know first hand what a megatonnage dose of media hammering the same message can do.

The networks are also editorializing about the President having a short temper about his score. This presumes that he is upset about being interrupted in his golf game, rather than being concerned about Iraq.

I realize it is difficult to control the press, especially when they use long lenses. But, we need to do two or three things:

- 1) Give them access to the President, but only at times when he is prepared to answer their questions;
- Stay calm and friendly and let them think Saddam Hussein is the one who needs to be cranky and sweaty;
- 3) Keep our spin control troops out there on TV while the President is vacationing;
- 4) Keep the family (especially grandchildren) around him when he is playing;
- 5) Do a little more fishing and less golfing.

I am not talking here about any major changes in what you all are doing, but I would recommend some fine tuning as I have outlined.

My best to you all.

# CONFIDENTIAL

# Ailes Communications, Inc.

CONTIDENTIAL

THE CHIEF THE STATE TO THE HAS SEEDS 12241

VIA FAX

TO:

Governor Sununu

Ed Rogers

FROM:

Roger Ailes

DATE:

November 16, 1990

RE:

Miscellaneous Thoughts

With regard to doing a major speech sometime soon, (and there may be no need to do a major speech until the President returns from the Middle East) it is very important that the speech be written well in advance. It appears to me that many of the speeches are being written in first or second draft on the day of the speech. He needs time to get comfortable with the language. A few people should see the copy to punch up the style to make it more interesting and memorable. The speech must be correct in tone. If there is any chance for me to see an early draft of the speech I would like to, because I have a feel for what the American people will accept and respond to.

People want to know why we are in the Gulf and willing to risk American lives. We have given several reasons and they are all valid, but the two best are probably: 1) Hussein has the weaponry and the will to escalate devastation to other countries, and 2) the atrocities being committed by the Iraqi army in Kuwait.

# Dress in Desert

For ceremonial functions, the President should dress in suit and tie and be the President of the United States. In the field he should wear khaki slacks, open shirts, long sleeves with the sleeves rolled up. It is my judgement that he should not wear hats or helmets. A fatigue jacket would be fine in the field with the soldiers on Thanksgiving Day.

In general, the President should not look overly military nor should he climb in a tank or handle military equipment. The networks in this country might put the Dukakis footage next to him on the screen.

Be aware of symbolic backgrounds (both Arabic and American) at all times,

Governor Sununu and Ed Rogers Page 2 November 16, 1990

# Miscellaneous

- 1. I believe it is true that all soldiers in the Gulf volunteered for military service. This is not a situation where we are drafting people and forcing them to face the enemy. These people joined the service knowing a day of battle might come. This message needs to be articulated to the public.
- 2. If a high enough ranking woman officer is in the desert, she should be included in top briefing sessions. If not, he should meet with her privately.
- 3. I am sure he will schedule a briefing session with a commander in the field. If the session is scheduled for one hour, and lasted four to five hours, it will heighten the drama for the news media and intensify the pressure on Hussein.
- 4. Once you have memorable phrases written, don't be afraid to repeat them.
- 5. Create a single "line of the day" and stick to it.
- On't just tell people what you are doing. Tell them why you are doing it and link it to an American value as well as an issue. Don't underestimate the value of defending Israel and innocent people throughout the Middle East from Hussein. The administration has begun to do this by talking about oil in terms of jobs.
- 7. Be sure that every stop of the President's visit is advanced because a confrontation between a soldier and the Commander in Chief would be blown out of proportion by the media.
- 8. Advise the loyal spokesmen here at home who have access to the media about the points to be made and the "line of the day". There will be much analysis in this country, and our people should be all over the media to help the President.

Best regards.

# January 16, 1991



MEMORANDUM FOR THE PRESIDENT

GOVERNOR SUNUNU

FROM:

ROGER AILES

SUBJECT:

ANTI-WAR PROTESTORS

Question: How do you feel about the anti-war protestors?

Answer: I understand that some people, the anti-war

demonstrators and protestors, differ with me and the majority in Congress who believe that the use of force

must now be called upon.

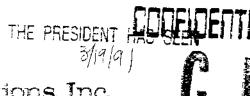
Demonstrators and protestors are one reason force must be used.

You see, in America, many have fought and died for your right to protest.

There are no protestors in Iraq - they would be executed.

To the demonstrators I would say, I respect your opinion, and as you march and call me names, and attack your government, just give a moment of thought to the men and women who came before you and gave their life for your right to demonstrate against our government.





kiles Communications, Inc.

TO:

President Bush

Governor Sumunu

FROM:

Roger Ailes

DATE:

March 18, 1991

RE: Upcoming CBS Special

2 IVE 3/

CBS has decided to go forward with a two hour special on April 3, 1991. The title of the program will be "An All Star Salute To Our Armed Forces". It will be produced live from Andrews Air Force Base. The audience will be made up entirely of service families, except for some VIPs.

I realize that CBS is not our favorite network, however, I have had several private conversations at this highest levels and believe they are sincere about wanting to improve relations. They have certainly noticed that ABC got the "Sam and Diane" tour of the White House and that NBC got a "Day In the Life of the President" and that CBS has essentially been shut out. I believe they are also very aware of their anchor problems. I believe it is now much like Newsweek was during the campaign. As you recall, I held out against Newsweek longer than almost anybody, but once I was ordered by Jim Baker to cooperate with them, I flid so. In retrospect, it was the right decision at the right time. I now believe CBS is very much in that mode.

I realize there was a miscommunication when I mentioned this to Governor Sununu a week before the scheduling meeting, and I should have put it in writing at that time. I just simply screwed up. I certainly don't expect Governor Sununu to remember details of what people say to him at the conclusion of a busy meeting. For that I apologize.

I have been told that the President may be on vacation April 1-3, and I am the first one who believes he needs the rest. However, if you do plan to be back in Washington the night of April 3, and land at Andrews Air Force Base, perhaps you would consider coming to this program, or at least stopping by. I know that you have an NBC show scheduled on the West Coast for April 5. Perhaps a similar East Coast visit with the troops on April 3 should be considered.

I have always leveled with you guys and don't want to do anything less than that now. There is not a penny in this for me personally. I intend to see that all the savings from the actual production of the show get sent to the widows and orphans of the Desert Storm troops. There is one personal consideration in all of this. It is my credibility at the highest levels of the networks, where I constantly try to advance the President's agenda.

PHOTOCOPY

GB HANDWRITING

President Bush, Governor Sununu March 18, 1991 Page 2

This should be no concern of yours. But, I wanted you to know it. I truly believe this would be a great event for the President.

I thought perhaps CBS might cancel this program if they found out the President was away. However, they believe they are too far down the line in terms of commitment to mars and the hiring of producers, Smith and Hemian, to back away now. The program is live, and the ideal event would be to have Air Force I land at Andrews just prior to the live broadcast so they could show the President coming off the plane and into the event to take a bow. He could do this as a "drop-by" event or stay and watch the show if he is able to. If this is out of the question I'll certainly understand. Please advise as soon as possible. I appreciate your help on this.

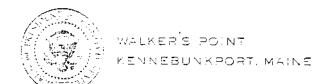
# FROM THE WHITE HOUSE WASHINGTON, D.C.

NOO':





Mr. Roger Ailes Ailes Communications, Incorporated 13th Floor 440 Park Avenue, South New York, New York 10016



August 8, 1992

Dear Roger,

I am not sure Chaim would want to dine with this guy. Ron Kaufman extended the olive branch then we find out LeBoutillier was encouraging demonstrators against me in the recent POW/MIA meetings. Just a heads up.

Warm regards,

920812